



# Statement of Purpose December 2025

**Head of Service:** Sally Heaven-Richards  
**Responsible Individual:** Tracy Livesey

Senate House, Saxon Business Park, Hanbury Road,  
Bromsgrove Worcestershire, B60 4AD



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**where life begins  
and love never ends**

# 1. About Us



Adopters for Adoption is a national voluntary adoption agency, founded in 2014 by people with first-hand experience of adoption. From the beginning, our goal has been to make adoption a more supportive, understanding, and inclusive experience for everyone involved in the UK.

We don't just match children with families; we help create loving, stable homes where children can thrive and grow. By placing both children and adopters at the heart of everything we do, we aim to make every adoption journey as positive and timely as possible.

Our commitment is to deliver the best outcomes for children waiting for adoption while ensuring adopters feel valued, informed, and supported every step of the way.

We know that many people rule themselves out of adopting before they even apply. Misconceptions about who can adopt can stand in the way of children finding the families they deserve. That's why we're passionate about breaking down those barriers and encouraging people from all walks of life to explore adoption.

Our team works closely together, drawing on each other's experience and insight to offer the best possible support. Several of us have personal experience of adoption, as adoptive parents or as adopted people, and that understanding shapes how we care for every family we work with.

Above all, we're a friendly, approachable, and trustworthy team who treat every prospective adopter with kindness and respect.

Adopters for Adoption is proud to be part of the **Polaris Community**, one of the UK's leading networks of children's service providers.



"The adoption agency is inclusive and open to applications from a broad range of individuals. The agency manager and staff are responsive and considerate in their approach to people enquiring about adoption. Applicants experience acceptance from their first contact."

**Ofsted, 2024 Inspection**



## 2. Our Values

Our values are a set of beliefs that guide us and motivate us. They help us to keep heading in the right direction and influence the actions we take. As a voluntary adoption agency, our values are underpinned by the Adoption National Minimum Standards (2014).



### At Adopters for Adoptions, we believe:

- It is important to be an inclusive agency and to rule adopters in rather than out. However, the safety, needs, and welfare of the children are always at the forefront of any decisions we make.
- The wishes and feelings of every child are important and will be actively sought and taken into account at all stages of the adoption process.
- Every adopted child deserves a loving family that can meet their needs and offer security throughout their life.
- We aim to avoid any delays in adoption process where possible and thereby minimise any impact on the health and development of children awaiting adoption.
- The best outcomes for children are achieved when there is a partnership between all those involved in adoption including the government, local authorities and statutory agencies.
- Every child needs a positive a sense of identity. We encourage our adopters to understand and appreciate their backgrounds, enable them to maintain positive connections and will recognise, value, and positively promote their ethnic origin, cultural background, religion, language and sexuality.
- We recognise the needs of disabled children and support families to recognise and meet the often complex needs of children who are placed for adoption.
- All parties involved in the adoption process; the child, birth parent(s) or guardians, birth families, adoptive parent(s) and adoptive families should be treated with respect and should feel valued.



# 3. Aims & Objectives



## At Adopters for Adoption, we aim to:

- Provide permanent, loving and stable homes for children and young people who need to be adopted.
- Recruit and assess suitable families from any background who can meet the needs of the children who need adoptive homes.
- Provide adopters with the knowledge, skills and support to become confident therapeutic parents.
- Fully support adoptive families through any challenges they might face.
- Educate adoptive parents on the importance of self-identity for adopted children.
- Educate potential adopters and their social network on the background of the children who need to be adopted and how to best support them.
- Ensure all those involved in the adoption process, especially the child, are listened to and feel supported.

## Our objectives are:

- To be an inclusive organisation with diverse range of approved adopters available for family finding.
- To improve the outcomes for children through adoption, enabling them to reach their full potential.
- To make certain that our services remain driven by the adopter experience through open communication and opportunities for feedback
- To maintain a commitment to high-quality services that focus on compliance and achieving the best outcomes for adopted children.
- To ensure that children and young people feel heard and are provided with opportunities to voice their thoughts and feelings.
- To eliminate the misconceptions and break down the barriers to adoption, encouraging applications from a more diverse range of people.
- To recruit, prepare, train and assess a diverse range of families who can meet the needs of children and young people who need to be adopted.
- To ensure prospective adopters are prepared and supported to promote the child's social and emotional development, enabling the child to develop emotional resilience and positive self-esteem.
- To minimise delays in the adoption process by working towards agreed time frames.
- To facilitate the success of a placement by offering support and guidance to families after approval, throughout the matching process, during introductions, throughout the placement and beyond the adoption order.
- To encourage sustainability of our services by setting and achieving annual targets and by allocating a budget annually.
- To improve the service, we offer by encouraging open and honest feedback from prospective adopters and those involved in the adoption process.
- To build positive relationships with stakeholders such as local authorities, regional adoption agencies, steering groups and charities to provide the best outcomes for adopted children.
- To provide continued growth through infrastructure investment and developing relationships with local authorities and regional adoption agencies.



# 4. Details of the Registration

Adopters for Adoption is a national voluntary adoption agency (VAA) registered with Ofsted to provide domestic adoption services and adoption support services to both children and adults. Our Ofsted reference number is SC476482. Adopters for Adoption Limited is a registered company in the UK, company number 08689629.

Adopters for Adoption is a subsidiary of Polaris – company number 06023385.

## Our registered address is:

Adopters for Adoption  
Senate House  
Saxon Business Park  
Hanbury Road  
Bromsgrove  
Worcestershire  
B60 4AD

Telephone:  
0800 5877 791

Email:  
[contactus@adoptersforadoption.com](mailto:contactus@adoptersforadoption.com)

Website:  
[www.adoptersforadoption.com](http://www.adoptersforadoption.com)



# 5. Details of the Registered Manager & Responsible Individual

## Details of the Registered Manager:

**Sally Heaven-Richards - Head of Service**

### Adopters for Adoption

Senate House  
Saxon Business Park  
Hanbury Road  
Bromsgrove  
Worcestershire  
B60 4AD

**Telephone:** 01527 573700 / 0800 5877 791

**Email:** [sally.heaven-richards@adoptersforadoption.com](mailto:sally.heaven-richards@adoptersforadoption.com)

## Details of the Responsible Individual:

**Tracy Livesey - Managing Director (Polaris Community)**

### Adopters for Adoption

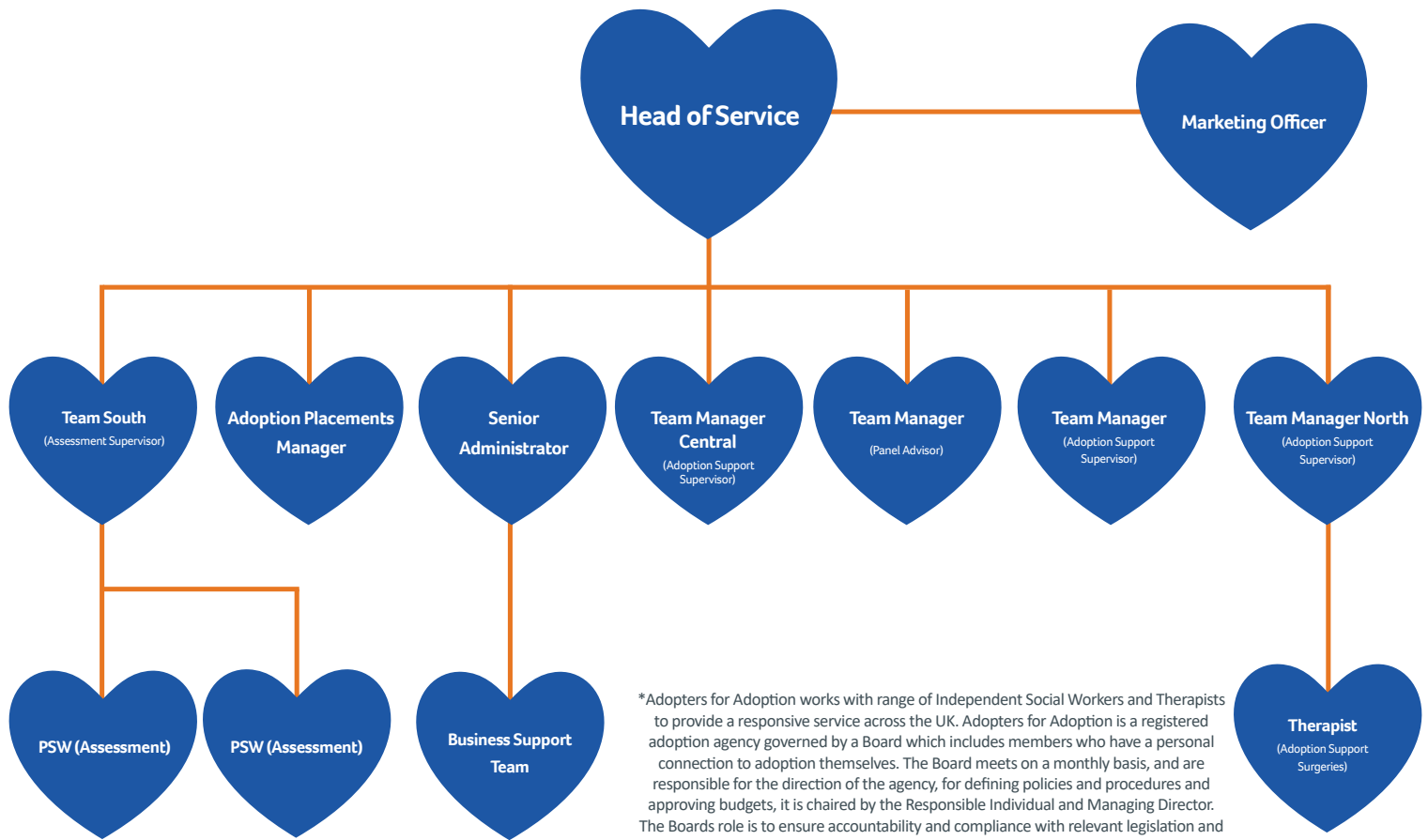
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**Telephone:** 01795 428097

**Email:** [tracy.livesey@polariscommunity.co.uk](mailto:tracy.livesey@polariscommunity.co.uk)



# 6. Organisational Structure



\*Adopters for Adoption works with range of Independent Social Workers and Therapists to provide a responsive service across the UK. Adopters for Adoption is a registered adoption agency governed by a Board which includes members who have a personal connection to adoption themselves. The Board meets on a monthly basis, and are responsible for the direction of the agency, for defining policies and procedures and approving budgets, it is chaired by the Responsible Individual and Managing Director. The Boards role is to ensure accountability and compliance with relevant legislation and that Adopters for Adoption remains a safe service for children. Adopters for Adoption is overseen by the Board of Directors who govern the wider company Polaris. Team.



# 7. Qualifications & Experience

At Adopters for Adoption, our 14 core team members work alongside a network of independent social workers across the UK to help us achieve our mission. Every social worker is registered with Social Work England and brings at least three years of post-qualifying experience in social work, including adoption. They receive direct supervision/consultation from experienced adoption managers.

Together, our staff hold more than 250 years of expertise in supporting children and families through fostering and adoption. They have worked within local authority social services, independent fostering agencies, and voluntary adoption agencies, giving them a wealth of knowledge to draw upon.

We invest in our people. Every member of staff, including our independent specialists, takes part in ongoing professional development through supervision, consultations, training, surgeries, ensuring our team stays at the forefront of adoption practice.



# 8. Our Services



## The Recruitment, Training and Assessment of Prospective Adopters

When prospective adopters begin their adoption journey, we'll make sure they feel fully supported and prepared every step of the way. That's why we provide a range of training and guidance designed to build their knowledge and confidence as they move through the process.

### As part of this, they'll have access to:

- **Preparation to Adopt training:** a three-day online course during stage one, followed by a two-day face to face course in stage two, giving prospective adopters the tools and insight to understand what adoption involves and how best to support a child.
- **Specialist online training:** covering important topics such as safeguarding, cyberbullying, mental health, and child development.
- **Friends and Family events:** helping those closest to prospective adopters understand adoption and how they can support you and your child.
- **Dedicated social worker support:** ongoing guidance from an experienced professional who will be by prospective adopters' side throughout the whole process.
- **Opportunities to connect with adopters:** so that , prospective adopters can hear first-hand experiences, ask questions, and build a supportive network.



## Ongoing Adoption Support

For prospective adopters, the journey doesn't end once a child joins their family. Continued support is available, offering practical advice, emotional guidance, and opportunities to connect with others who understand adoption. This includes:

- **Adoption support surgeries:** our therapists provide practical advice, resources, and tips to help with day-to-day challenges.
- **Telephone support and out-of-hours advice:** ensuring professional guidance is available in an emergency if needed.
- **Support groups and workshops:** regular opportunities for adopters and their children to get together, share experiences and learn from others.
- **Specialist training sessions:** focused on adoption-related issues to build confidence and knowledge.
- **Connections with other adopters:** opportunities to form supportive friendships with those who share similar experiences.
- **Extensive online training:** a wide choice of courses accessible at any time.
- **Ongoing visits and reviews:** carried out by social workers and the local authority to ensure the adoption is progressing positively and to identify any additional support where required.
- **Guidance with the Adoption Order:** help and reassurance during the court application process.
- **12 months' free Adoption UK membership:** providing resources, advice, and a strong community of adoptive families.
- **Membership to New Family Social:** offering adoption support services tailored for approved LGBT+ adopters.
- **Invitations to Adopters for Adoption social events and activities:** creating opportunities to meet others, share experiences, and feel part of a wider community.
- **Bi-monthly newsletters:** full of news, resources, safeguarding advice, family support, and details of upcoming events, for both approved adopters and prospective adopters in stage two.
- **Support for adopted adults:** assisting those who were placed through Adopters for Adoption in seeking and accessing relevant information and guidance later in life.

## Family Finding

Prospective adopters are supported throughout this stage, with guidance and reassurance to help them feel confident in the process.

Family finding support includes:

- **Dedicated guidance from an adoption placements manager:** offering tailored advice and assistance in identifying the right child or children for each family.
- **Collaboration with regional adoption agencies (RAAs):** working together to match children who are waiting for adoption with families who can meet their needs.
- **Support with Link Maker:** guiding approved adopters in using the national placement service to explore potential matches and find the child who feels right for their family.



# 9. The Adoption Process

## Initial Enquiry

Prospective adopters can get in touch with us by telephone, email, or by submitting an enquiry online via our website. Our enquiries team will be on hand to provide them with further information on adoption and to answer any questions they may have.

## Registration of Interest

Upon reviewing all the information, the enquirer(s) may decide they would like to continue with the process and apply to become an adopter(s) with Adopters for Adoption. They can do this by requesting a registration of interest form (ROI). We will send it to them electronically or by post on request. Once we receive the ROI we'll follow up with a phone call.

## Stage One

Once we accept an ROI, we will invite the prospective adopter(s) to start stage one of the adoption process. During this stage, we'll undertake the relevant checks and references and invite them to join our Preparation to Adopt training.

## Family Finding

Following their approval, adopter(s) begin family finding and looking for a child or children who would fit well with them and their family. This is called matching and is done through Link Maker. Adopters may also choose to attend activity or exchange days. Our team supports them through this emotional stage.

## Adoption Panel

The adoption panel is made up of independent members with experience in relation to adoption. The panel will consider the prospective adopter(s)'s application (PAR) and provide a recommendation on their suitability to adopt to the Agency Decision Maker (ADM). The ADM makes the final decision, and if they agree with the panel's recommendation, they will be approved as an adopter(s).

## Stage Two

After satisfactory completion of stage one, the prospective adopter(s) will proceed to stage two of the process. During this stage, their allocated social worker will get to know them well during their regular visits, and together they will produce a prospective adopters' report (PAR), which will be presented to the adoption panel.

## Becoming a Family

Every child awaiting adoption has a social worker who ensures the adopters are the right match. Once a match is agreed and approved by the matching panel, introductions begin and continue until the child moves into their new home. Eventually, after some time in the new home, an Adoption Order will then be made by the court, and the adopter(s) will become the child's legal parent(s).

## Adoption Support

As part of matching and support plan, we'll talk to approved adoptive parents about the post-adoption support that the adoptive parent(s) and their child or children may need and how they can access this.

# 10. Monitoring and Evaluation



We have a range of processes in place to make sure our services remain effective and of the highest standard. These include regular feedback, scheduled reviews, ongoing observations, and external inspections.

## Feedback

We place great importance on feedback and use it to improve the services we provide. Feedback is gathered from a range of people at key stages of the adoption journey and within our organisation.

- **Prospective adopters** are asked for written feedback at several points, including after information events, enquiries, stage one, stage two, panel, training courses, family finding, and adoption support.
- **Staff, independent social workers, panel members, and observers** provide feedback throughout the adoption process.
- **Independent social workers** meet with us quarterly to receive updates, discuss practice, and share suggestions.
- **Team meetings** are held regularly to give staff the opportunity to share feedback and ideas.
- **Panel feedback** is shared monthly in the form of a snapshot, and individual feedback is discussed during appraisals.
- **Compliments and complaints** are presented at monthly board meetings and discussed in team meetings to highlight improvements.

## Recording and reviewing

We have robust processes in place to make sure our work remains transparent, accountable, and of the highest standard.

- **Monitoring records:** managers regularly check records to ensure compliance with policies and to identify any concerns or patterns.
- **Tracking timescales:** progress through each stage of the adoption process is measured and reported at monthly board meetings.
- **Withdrawals** – reasons for withdrawal from the process are recorded and evaluated.
- **Compliments, complaints, and incidents:** all notifiable and critical incidents, along with compliments and complaints, are logged and reviewed at monthly board meetings.

- **Annual reviews:** for prospective adopters who have not yet had a placement or whose circumstances have changed, including checks on medicals, DBS, ongoing support, and areas for improvement.
- **Panel reviews:** the panel chair produces a bi-annual review, supported by quarterly review meetings, with annual performance reviews for all central list and panel members.
- **Business and service planning:** an annual business review and service improvement plan are produced, with the latter reviewed monthly. The statement of purpose is also updated annually in line with service improvements.
- **Team feedback:** weekly management meetings discuss compliments, complaints, and feedback, while monthly staff supervisions provide additional support.
- **Governance:** A Board of Directors oversees agency governance. Meeting quarterly, the Board reviews risk logs, financial information, service activity, and progress against outcomes, ensuring accountability and corrective action where needed.

## Observations and inspections

- Any work carried out by independent social workers is overseen by a principle social worker or team manager at Adopters for Adoption.
- The head of service is responsible individual and agency decision maker regularly observe the adoption panel.
- Any new panel members and agency staff are invited to observe the adoption panel.
- The services provided by Adopters for Adoption are regulated by Ofsted and an inspection is carried out approximately every 3 years.



# 11. Comments, compliments and complaints



As an agency, we are always keen to improve the services we offer and welcome any comments and feedback on our agency and its services. There are several stages in the adoption process in which we request written feedback. However, we would encourage feedback and comments whenever possible and in a way that feels most comfortable to the individual. We value all feedback and will use this to improve our services. Please be assured that no person will be subject to any reprisal, neither will the service they receive be reduced, as a result of any comments or feedback they make.

Any comments, compliments, or complaints can be made face to face, by written letter, email, or telephone call to any member of the Adopters for Adoption team. See our office contact details below.

## Our registered address is:

Adopters for Adoption  
Senate House  
Saxon Business Park  
Hanbury Road  
Bromsgrove  
Worcestershire  
B60 4AD

**Telephone:** 0800 5877 791

**Email:** [contact\\_us@polariscommunity.co.uk](mailto:contact_us@polariscommunity.co.uk)

**Website:** [www.adoptersforadoption.com](http://www.adoptersforadoption.com)

Any comments, compliments or complaints, including those about individual members of staff can be made directly to Sally Heaven-Richards, Head of Service by emailing [sally.heaven-richards@adoptersforadoption.com](mailto:sally.heaven-richards@adoptersforadoption.com).

Any complaints about the Head of Service, Sally can be sent to the Responsible Individual for Adopters for Adoption, Tracy Livesey at [tracy.livesey@polariscommunity.co.uk](mailto:tracy.livesey@polariscommunity.co.uk).

## Comments

We encourage feedback from anyone who uses our services and provide opportunities for written feedback at several points within the adoption process. We welcome any comments or suggestions about our agency and our services at any time.

## Compliments

It's always a pleasure to receive compliments about our agency, the services we offer, or individual team members who deserve recognition and praise. Any compliments made about individual team members are shared with them and they receive the recognition they deserve.

## Complaints

All users of Adopters for Adoption's services have the right to make a representation or complaint about the services they have received. Users are advised of this right and are issued with the Representations and Complaints Procedure leaflet.

Children and young people are issued with an age-appropriate children's guide that contains information about their right to complain. The children's guides can also be found on our website.

Complaints may be made about any person who completes work on behalf of the agency, about the services provided, or about a failure to provide services that are reasonably expected. Please be assured that no person will be subject to any reprisal, and neither will the service they receive be reduced, as a result of making a complaint. We have a three-stage complaints process to ensure complaints are dealt with promptly and effectively.





### Stage one – Informal problem solving

All complaints will be recorded to monitor, evaluate and improve the quality of our services. In the first instance, a team member will work with the complainant in an attempt to resolve the complaint promptly and with fairness. The head of service is made aware of all complaints both informal and formal.

The majority of complaints are resolved at this stage. However, if the complainant does not feel that the complaint has been fully resolved, they can request for it to be escalated to the next stage by responding to any letters they have received regarding the complaint or by contacting the complaints manager at Polaris on 01527 556480 or emailing [contactus@polariscommunity.co.uk](mailto:contactus@polariscommunity.co.uk).

### Stage two – Independent investigation

At this stage, the complaint will be passed to an independent investigator who has had no previous involvement with the complaint. This could be a member of the quality assurance team within Polaris or an external individual with relevant qualifications and experience. Any such appointment will be discussed with all parties, including the complainant, before the investigation begins.

The independent investigator will speak to the complainant in order to fully understand the complaint, will interview other people concerned, and will seek permissions to access any relevant paperwork relating to the complaint. A report detailing the independent investigator’s findings and recommendations will be produced for the Polaris complaints manager.

The complaints manager will then write to the complainant to let them know the outcome and decisions made. If at this stage, the complainant still feels that the complaint has not been resolved, they can request that a complaints review panel be set up to consider the investigation and its findings.

### Stage three – Review by a Senior Leader

If the complainant continues to feel that their complaint has not been dealt with to their satisfaction, Stage 3 may be implemented.

The complainant should inform the Head of Service preferably in writing, that they wish to progress their complaint to Stage 3, within 20 working days of receipt of written confirmation of the outcome of Stage 2, providing reasons why they are not satisfied with the outcome of Stage 2 of the procedure.

The Head of Service will acknowledge this request within 10 working days, with an explanation of the Stage 3 process. The Head of Service will notify the Chief Executive Officer, Managing Director, and Responsible Individual in writing of the complaint.

A Senior Leader will review the Complaint within 20 working days. The complainant will need to be kept informed by the Head Of Service of any delays in responding to the complaint should more time be required by the Senior Leader to consider the information provided.

The Senior Leader reviewing the complaint will complete a written report of their findings, which will include:

- The process and adequacy of the investigation prior to Stage 3;
- Findings on each of the complaints being investigated;
- Conclusions / outcomes reached;
- Recommendations of actions required / learning outcomes to be considered.

Following completion of the review by the Senior Leader, the Registered Manager/Head of Service will inform the complainant.

This is the final stage of our agency’s representations and complaints procedure. If having been through our complaints process, the complainant still feel dissatisfied then they can contact our regulator, Ofsted. Ofsted investigates concerns to make sure that we as a registered agency continue to meet the National Minimum Standards and associated regulations and remain suitable for registration.



# 12. Details of the Registration Authority

## Details of the registration authority:

Ofsted  
Piccadilly Gate  
Store Street  
Manchester  
M1 2WD

**Telephone:** 0300 123 1231

**Email:** [enquiries@ofsted.gov.uk](mailto:enquiries@ofsted.gov.uk)

**Website:** [www.ofsted.gov.uk](http://www.ofsted.gov.uk)

The services provided by Adopters for Adoption are regulated by Ofsted.

Ofsted is the Office for Standards in Education, Children's Services and Skills. They inspect services providing education and skills for learners of all ages and regulate services that care for children and young people.



## Contact Us

T: 0800 5877 791

E: [contactus@adoptersforadoption.com](mailto:contactus@adoptersforadoption.com)

Adopters for Adoption  
Senate House  
Saxon Business Park  
Hanbury Road  
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**adopters**  
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