



Application Information Pack

**Director: Adult Social Care
(Statutory DASS)**

Up to £114,004 per annum

www.telford.gov.uk/newdirectors

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Welcome

Dear applicant

Telford and Wrekin is a great place to live, work, visit and do business.

We've an exciting vision and ambitious plans for Telford and Wrekin to protect, care and invest to create a better borough and to foster a real sense of pride in our community. Our senior management team will deliver these plans and key new priorities at pace.

The Council is now looking for a new Director of Adult Social Care to join our award winning council who can deliver the highest quality care and support services, whilst ensuring residents and communities are at the heart of what we do as a Council, day in and day out.

In all we do, we will continue to seek new ways to work in partnership and co-operation with our communities and partners to understand their priorities and address them.

Underpinning this are our Co-operative Values of Openness and Honesty, Ownership, Fairness and Respect and Involvement.

The successful applicant will have a real opportunity to lead and drive change, supported by a passionate, hard working group of members and colleagues.

The role will be challenging, varied, exciting and above all rewarding, and knowing our staff and management teams, with fun along the way too.

I look forward to receiving your application.

David Sidaway

Chief Executive

About Telford & Wrekin

Telford is located beside the M54, giving access to the M6 within 15 minutes and connectivity to the M5, M42 and M1. Telford is approximately 2 hours from London, 1 hour 45 minutes from Manchester and only 45 minutes from Birmingham.

Telford & Wrekin is rightly described as a place of contrasts - the rural and historic sitting alongside 'new town' housing and modern industrial estates. Given new town status in the 1960's, Telford has grown rapidly over the past 50 years around existing Borough towns including Madeley, Wellington, Oakengates, Hadley and Dawley. Two thirds of the Borough surrounding Telford is classified as rural, and includes the historic Ironbridge Gorge UNESCO World Heritage Site, the symbol of the Industrial Revolution.

Our population is one of the fastest growing in the country, with growth of 15% between 2014 and the latest estimates for 2024 – the highest for a West Midlands upper tier local authority. As the population is growing it is ageing and becoming more diverse. Between 2014 and 2024 there was a 28% increase in the number of people aged 65+ in the borough – the fourth largest increase in any upper tier local authority. Census data showed that 17% of the population were from an ethnic minority in 2021 – up from 10% in 2011.

Telford and Wrekin is a place of socio-economic contrasts with parts amongst the most deprived, comparable with inner cities, and the least deprived nationally. We have 15 neighbourhoods (out of 115) in the 10% most deprived nationally and 4 in the 10% least deprived in England.

The Borough has a diverse manufacturing sector, a burgeoning tourism sector and research and development facilities. It has a strong focus on manufacturing - important sectors of the local economy include polymers and advanced engineering- as well as food and drink, construction and retail.

Telford is a regional and national focal point for both housing and job growth. 2014 saw the opening of Southwater: a £250m town centre development including a range of cultural, leisure, retail and event facilities, which has since been expanded with the addition of a new hotel and additional retail outlets.

In 2025 we were named as one of the 20 greenest places in the UK, with more than 2,500 hectares of green spaces and open areas. 90% of our Borough's households are within 300m of accessible green spaces.

There are lots of ways to get around the Borough. There is an extensive public transport network, including buses and trains. There are also numerous cycle tracks, bridleways and footpaths. Telford and Wrekin is a great place to bring up a family, alongside the extensive range of leisure and cultural activities.

As an organisation we are laser-focussed on our vision to **“protect, care and invest to create a better borough”** and have a robust track record of delivery, including:

- A 2025 LGA peer challenge, which praised Telford & Wrekin Council as a “high performing authority”
- Children's Social Services judged as outstanding by OFSTED
- Adult Social Care judged as good by the CQC
- being among the UK's top areas for predicted high-growth businesses in 2026
- being an economic powerhouse for the region and our country, recently announced as the location for one of the Government's five new Defence Technical Excellence Colleges and a new defence facility
- development programmes that have transformed Telford town centre and are now delivering on our exciting plans for Station Quarter
- some of the best roads in the country
- excellent in-house leisure offer, second to none
- a brilliant cultural and events programme and work to deliver a new theatre for the Borough

As a Co-operative Council, how we deliver is as important as what we deliver. All that we do as an organisation is underpinned by our co-operative values of openness and honesty; ownership; fairness and respect; and involvement.

We also know that our achievements are founded on our brilliant workforce. They are core to our success as an organisation. They are committed to what we are seeking to achieve with our latest staff survey showing that 92% of employees understand how their role contributes to the council's priorities.

We have a track record of sound financial management.

Looking forward, we are clear on the future direction for the organisation and the Borough. We have a 10-year vision agreed with our strategic partners that sets out our ambitions for the borough and the challenges that we need to tackle to deliver on our own levelling-up agenda. Our focus through this vision is to build a more inclusive borough.

In addition to being named LGC Council of the Year for 2025, we were also named MJ Local Authority of the Year in 2022, while in 2021 we were both APSE Council of the Year and Co-operative Council of the Year.

The Role

In Adult Social Care we strive to deliver a modern, influential, outward facing service that brings social care, health organisations and key partners together to provide a joined-up offer for Telford and Wrekin residents with care and support needs.

You will be the Designated Director of Adult Social Services (DASS), reporting to the Executive Director of Adult Social Care, Housing and Customer Services.

You will take the service forward, ensuring financial sustainability whilst driving continuous improvement in performance and outcomes across the system. You will be exploring digital and assistive technology innovation as part of a forward-looking service model.

In every decision you make, you will continue to seek new ways to work in partnership and co-operation with our communities to understand their priorities and address them.

Working together with key partners, you will continue to innovate, develop and improve services to ensure the best outcomes for people and enable them to live well and independently in Telford and Wrekin.

As Director: Adult Social Care you will lead dedicated teams, you'll inspire, influence and drive partnership working with new approaches and innovation to build on these foundations and achieve our ambition of continuous improvement.

Ideally you will have proven experience of building collaborative partnerships alongside strategic and operational management and leadership of a range of Adult services in a complex and fast changing organisation focused on customers and the community.

As you can see, we will have high expectations of the person we appoint to this post and our residents and employees deserve nothing less.

Job Description

A member of the Senior Management Team of the Authority having key responsibility and accountability for ensuring that the Administration's priorities and policies are translated into action plans and delivered via a cost effective and efficient services.

To be responsible for the day-to-day performance of services within the directorate, managing staff and budgets and ensuring that appropriate business planning processes are in place.

Being the Statutory Director of Adult Social Services

Responsible to the Executive Director: Adult Social Care, Housing and Customer Services.

As with other statutory officer posts within the Council, this post will also have a reporting line to the Chief Executive and the right to bring a report to full Council in the discharge of its statutory role.

Responsible for: Heads of Service/Group Manager(s)

Major Tasks

Be responsible for performance of specific services within the directorate including Prevention, Independence, Older People, Physical Disability, Family Connect, Adult Safeguarding, My Options (in-house care provider), Autism, Learning Disability, Mental Health, Carers, AMHP's, DoLS, PfA & CHC, Commissioning, Procurement and Provider Quality, Admission Avoidance, Hospital Discharge, and Enablement, Assurance, Transformation and Financial Management.

Be responsible for specific major tasks as delegated by the Executive Director/Chief Executive including:

- The role of Caldicott Guardian in the authority being responsible for protecting the confidentiality of information and enabling appropriate information-sharing.
- Professional lead for practice across directorate.

- Appropriate systems for support planning and enabling community centred approaches for health, well-being and community safety for vulnerable individuals and households.
- Appropriate quality assurance systems to ensure best practice when working with clients.
- Provision of a business support service across adult services, capable of supporting the proposed transformation.
- Delivery of any necessary system change and play a key role in developing integrated working practice across public and voluntary sector services
- Improving the health and well-being of vulnerable adults within the Borough, delivering and developing strategies which make a real difference, focusing on preventative measures in order to achieve a short-, medium- and longer-term reduction in the need for direct care.
- Engaging with key partners in the development, planning and delivery of inter-agency strategies, particularly strengthening partnership arrangements with the Integrated Care Board and Health Providers, to ensure coordinated provision and effective working relationships. This will include working in partnership with commissioning colleagues and NHS providers around the development of a shared vision and integrated service provision.
- Being a key member of the Telford and Wrekin's Health and Wellbeing Board, and together with the Executive Director being a lead officer for the Telford and Wrekin Integrated Place Partnership.
- Working with service providers to enhance the quality, effectiveness and responsiveness of services. Link with provider representatives and further developing the reconfiguration of payments/fees arising from the personalisation agenda.
- Complying with relevant legislation including the NHS and Community Care Act, the Health Act and mental health & capacity legislation and implementation of major

changes required by the Care Act. Ensuring that vulnerable adults in the Borough are safeguarded from harm, neglect and abuse.

Be responsible for the following generic Director tasks:

- Lead the service's contributions to the Council's Vision and the Vision for the Borough (Vision 2032), engaging with both members and the community, and strengthening partnership working as part of the co-operative Council working model.
- Help to shape Corporate Strategy and priorities, coupled with organisational and service performance and direction, through participating in and working collaboratively with colleagues to foster corporate working, innovation, sharing ideas and learning.
- Deputise for Executive Director/Chief Executive when required.
- Work closely with elected members supporting them in their roles, advising them on strategic and operational issues within their services. Will also act as senior contact for an identified group of ward members.
- To develop strong working relationships with senior officers and members from partner organisations all as part of the Vision and Values of the Council.
- To manage all resources creatively and effectively in order to maximise their contribution towards delivering the Co-operative Council priorities.
- To lead staff within services reflecting a progressive management approach which takes on equalities, development and Co-operative Council values.
- To ensure that high ethical standards and governance are demonstrated within services and that health and safety, risk management and information management and security are embedded and managed in accordance with corporate standards.
- To deliver Council priorities, strategies and policies by working with Cabinet members, identifying community needs and aspirations, demonstrating a commitment to equality & diversity across delivery of services.

- Being an advocate for children in care and care leavers ensuring that they are valued and supported to stay safe, healthy, enjoy life and are given the assistance to make a successful transition to adulthood.
- Acting as a Director for any commercial organisation(s) the Council may establish.

Person Specification

Qualifications	○ Qualified and registered as a Social Worker <i>or</i> qualified to degree level in a relevant discipline. ○ Evidence of continuing professional, managerial and personal development relevant to Adult Social Care.
Knowledge	○ An understanding of legislation and guidance relating to the Directorate areas. ○ An understanding of at least one of the professional areas which fall within the directorate's responsibilities. ○ An understanding of the public sector within the context of national policy around public services and their impact on the community. ○ An understanding of the issues facing the public sector and their implications for service delivery. ○ An understanding of the Co-operative Council approach. ○ An understanding of the key issues arising from working within a political environment and the importance of positive working relationships with elected members.
Skills	○ Able to plan strategically and to work creatively to identify practical business solutions to problems focused on outcomes for our community.

	○ A methodical and analytical approach using relevant information to make sound judgments and clear decisions. ○ Able to influence the attitudes and opinions of others by using a range of strategies. ○ Skilful at negotiation at all levels to achieve a positive outcome and managing conflict appropriately. ○ Able to model the Council's leadership and management competencies.
Experience	○ Strategic and operational management and leadership of a range of services in a complex and fast changing organisation focused on customers and the community. ○ Effective with cross-sector partnership working. ○ Proven track record of successfully delivering major service and performance improvements and cultural and organisational transformation. ○ Experience of successful complex resource management, including delivering significant financial targets whilst maintaining service quality. ○ Significant experience of working successfully within a political environment to achieve corporate and service objectives. ○ Experience of successfully preparing for and participating in external assessments e.g. CQC and implementing post-assessment improvements.

Personal style and behaviours	○ Establishes and maintains relationships at all levels, using engagement and communication as tools to promote challenge in a constructive and positive manner. ○ Responds positively to change by prioritisation, balancing competing demands and accommodating high expectations. ○ Maintains effective work behaviours in pressured and stressful situations, demonstrating resilience and consistency. ○ Models a personal commitment to inclusivity and the welfare of others. ○ Develops an environment of trust by displaying tact, honesty, openness and integrity.
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Principal terms and conditions

Annual salary:	Up to £114,004 per annum
Terms and conditions:	JNC for Chief Officers of Local Authorities.
Contract Status:	Post are appointed on open ended contracts.
Normal location:	Telford, but the jobholder may be required to work at home or in any location within the Borough's boundaries.
Travel:	Mileage can be claimed at Casual Car User Rates.
Pension:	Local Government Pension Scheme.
Professional fees:	The Council will pay one professional membership fee.
Notice period:	3 months.
Annual leave:	Basic annual entitlement is: 24 days (up to 5 years continuous service) 29 days (5 – 10 years continuous service) 32 days (10 years + continuous service) Plus 9 days statutory/extra statutory days per year. A 'personal leave year' operates based on Local Government continuous service date.
Performance Appraisal:	The performance of a Director is subject to regular assessment and they will undergo annual formal appraisal led by an Executive Director/Chief Executive. Incremental progression is dependent on successful performance. This post is accountable for ensuring the translation of policies into practice and the delivery of relevant targets.

Restrictions: Under the terms of the Local Government and Housing Act 1989 this is a politically restricted post. The person appointed will be required to maintain conduct of the highest standard such that public confidence in their integrity is sustained. The person appointed will be required to secure the Council's permission before taking up any additional appointment or position.

Availability: Availability to attend evening meetings and occasional weekend meetings is required.

An Employee Code of Conduct is in place which covers employees at all levels in the organisation, with the exception of those who are employed directly by schools in the Borough.

How to Apply

Still interested? That's great; we'll look forward to hearing from you.

Please contact our recruitment partners Tile Hill for details on how to apply.

The closing date for applications is 23rd September 2026.

Please note that canvassing of officers or members in relation to this appointment will automatically disqualify any application from consideration.

