

To the Local Councillor;

cc. the Director for Adult Social Services

Dear councillor,

I am writing to you in my capacity as [ROLE, ORGANISATION] to introduce myself and seek your support for the local adult social care market in [LOCAL AUTHORITY] so that we can continue to empower those in need of care, and their families, to make meaningful choices and receive the right care.

With the recent changes to the Council and the appointment of new councillors, I wanted to take the opportunity to reach out to you to start to build a constructive dialogue and help provide greater insight into the realities currently facing the adult social care sector locally. Adult social care plays a vital role in our community, improving the lives of individuals, families and supporting timely hospital discharge.

A sustainable and resilient adult social care sector is fundamental to delivering safe, effective, person-centred care. However, the sector is currently facing significant and growing pressures that threaten its long-term stability, including rising operational costs, workforce shortages, increasing complexity of need, and continued financial uncertainty. Now more than ever it is critical that you develop a strong understanding of the sector to support us and help ensure the market remains viable.

In this letter, I outline some of the most pressing challenges facing my services and the sector more broadly. In the spirit of collaboration, I also set out some pragmatic, easily implementable solutions that, if put in place by the Council, would have a substantial, immediate impact on adult social care providers, beyond simply increasing annual fee uplifts. I would like to understand your assessment of each of the points raised and gauge your support for the initiatives outlined below.

As new relationships are established across the Council, I would welcome the opportunity to meet with you to discuss the sector in more detail, sharing my perspective from the frontlines to reach a common understanding of the pressures challenging the sector's sustainability and work together to ensure long-term improvements can be made for the benefit of our local community.

Yours sincerely,

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[OUTLINE THE PRESSURES AND SOLUTIONS]