



Adam Fletcher

Care Director



Adam is an experienced and responsible manager having worked in residential childcare for almost 20 years. As Care Director for NW Care Group and with the support of his team, Adam is responsible for all care aspects of the business with a primary focus on making a positive impact on the lives of young people and helping them grow and succeed.

Managing one of Trafford's in-house residential childcare homes has provided Adam with invaluable firsthand experience in overseeing local authority-run services. This role has deepened his understanding of the operational, regulatory, and safeguarding expectations that local authorities have when collaborating with private children's homes.

As a Registered Manager, Adam's primary goal is to create a nurturing environment where all the children feel secure, valued, and inspired to develop the skills they need for adulthood. Every member of our dedicated team is committed to making each young person's stay as positive and fulfilling as possible. Our goal is to ensure that all young people receive the finest care, guidance, and opportunities to thrive.