

18th September 2017

Agenda item: 12

**REPORT OF THE SERVICE DIRECTOR FOR YOUTH, FAMILIES AND
SOCIAL WORK**

FOSTERING RECRUITMENT CAMPAIGN

Purpose of the Report

1. This report seeks approval to run a fostering recruitment campaign in September/ October 2017.

Information and Advice

2. The Council has a constant need to recruit foster carers and always has some level of ongoing activity to publicise this fact. At least twice a year, usually during foster care fortnight (in May) and again later in the year, the Council undertakes heightened activity to publicise the need for foster carers.
3. The recruitment campaign planned to run in September/ October is specifically aimed at recruiting support foster carers. These carers are specifically needed to support full time foster carers by offering foster children care at weekends, or during holidays, or linking with children placed in residential settings, to provide a family experience.
4. Currently approximately 350 children are placed with Nottinghamshire County Council foster carers. Not all of these children will need to access support care, but it is necessary to sustain placements, and for unexpected or inflexible commitments in the main fostering household.
5. Nottinghamshire County Council has 248 fostering households and every year aims to recruit 30 new households, to maintain and grow provision as carers retire or leave.
6. The September/ October campaign consists of:
 - Facebook adverts
 - Internal email banner
 - Internal website adverts
 - Banners in Council and Inspire buildings
 - Press releases talking about fostering
 - Case studies from real foster carers
 - Tweets from Council accounts
 - Linked-In posts

- Intranet adverts
 - Team Talk article.
7. The aim is to generate 70 enquiries and recruit 6 new support care households. Interest in full time fostering would also be expected from this same campaign.

Other Options Considered

8. Without this recruitment activity the Council will not reach a high level of interest from the public in fostering for Nottinghamshire.

Reasons for Recommendations

9. This is a relatively low cost (£2,000) campaign for two weeks of sustained activity to recruit foster carers. The methods used in the campaign are cost effective, as are placements with Nottinghamshire County Council approved foster carers.

Statutory & Policy Implications

10. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, sustainability and the environment and ways of working and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

Financial Implications

11. This campaign, at a cost of £2,000, is within the budget allowed for recruitment of foster carers.

RECOMMENDATION/S

- 1) That the fostering recruitment campaign goes live in September 2017.

Steve Edwards
Service Director, Youth, Families and Social Work

For any enquiries about this report please contact:

Shelagh Mitchell
Group Manager, Regulated Services
T: 0115 9774169
E: shelagh.mitchell@nottscc.gov.uk

Constitutional Comments (LM 12/09/17)

12. The Children and Young People's Committee is the appropriate body to consider the contents of the report.

Financial Comments (SAS 12/09/17)

13. The financial implications of the report are contained within paragraph 11 above.

Background Papers and Published Documents

None.

Electoral Division(s) and Member(s) Affected

All.

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