

15 January 2018**Agenda Item: 6****REPORT OF THE SERVICE DIRECTOR FOR YOUTH, FAMILIES AND
SOCIAL WORK****RECRUITMENT OF ADOPTERS AND FOSTER CARERS FOR 2018/2019****Purpose of the Report**

1. This report seeks approval to run an adoption recruitment campaign during National Adoption Week commencing 17 October 2018 and to run four recruitment campaigns for foster carers during the next financial year. It is planned that the fostering campaigns will run in September 2018, January 2019, during foster care fortnight (May 2018) and to coincide with LGBT (Lesbian, Gay, Bisexual and Transgender) fostering week which is March 2019.

Information and Advice

2. The Council has a constant need to recruit adopters and always has some level of ongoing activity to publicise this fact. National Adoption Week is a high profile annual event throughout the UK. Similarly the Council needs to constantly recruit foster carers thus ensuring secure and stable in-house resources which are both cost effective and meet the needs of the Looked After population.
3. The campaigns will consist of:
 - Facebook adverts
 - Internal website adverts
 - Press releases
 - Case studies
 - Tweets from Council accounts
 - Linked-In posts
 - Intranet adverts
 - Drop-ins for interested enquirers.
4. The aim is to generate 15 enquiries and recruit three new adoptive families for sibling groups and 30 new fostering households to enable a 3% reduction in the use of costly independent fostering placements.
5. Without this recruitment activity the Council will not reach a high level of interest from the public and it is important that the Council's profile is maintained alongside other local authorities, independent fostering agencies and voluntary agencies in the East Midlands.

Other Options Considered

6. No other options have been considered.

Reason/s for Recommendation/s

7. There is a need to ensure choice for children in need of permanence via fostering or adoption in particular for harder to place children, large sibling groups, older children and children in need of support foster placements. This is a low cost campaign for one year of sustained activity to recruit adopters and foster carers. The methods used in the campaign are cost effective, as are placements with Nottinghamshire County Council approved adopters and foster carers.

Statutory and Policy Implications

8. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, 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, smarter working, sustainability and the environment 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

9. This is a low cost campaign of £20,000 for all activity for the whole year. The methods used in the campaign are cost effective, as are placements with Nottinghamshire County Council approved adopters and foster carers. The cost will be met by the Council's Communications team budget.

RECOMMENDATION/S

- 1) That the adoption and fostering recruitment campaigns for 2018/2019 are approved.

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@nottsccl.gov.uk

Constitutional Comments (SLB 19/12/17)

10. Children and Young People's Committee is the appropriate body to consider the content of this report.

Financial Comments (SAS 20/12/17)

11. The financial implications of the report are contained within paragraph 9 above.

Background Papers and Published Documents

None.

Electoral Division(s) and Member(s) Affected

All.

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