

Background

The number of children in care in Nottinghamshire has been steadily rising and we are in great need of foster carers to offer children in the County a stable and loving home. Nottinghamshire County Council currently has 909 children in care: there are 187 fostering households and 53 support care households.

288 of these children are with internal (NCC) foster carers, with the others being cared for by independent fostering agencies/residential/semi-independent placement providers which is a considerable cost to the Local Authority.

Sometimes external placements are appropriate based on the needs of the children but often, this is due to the lack of available internal foster placements available for children in the County.

If placing the children locally they are more likely to have the stability of school, placement and worker, all of which help make better outcomes for children.

Business objectives

- Recruit 50 new foster care households over a two-year period 2019-21.
 - *This campaign will help drive enquiries as part of a wider strategy to achieve the objective.*

Marketing objectives and KPIs

- 35 enquiries submitted within four weeks of campaign launch, 17 to continue to Initial Visit stage of the fostering approval process.
- 75 enquiries by end of calendar year, 37 to continue to initial visit
- 12 households to attend the March fostering information evening
- 100 new subscribers to the monthly Fostering in Notts emailme topic within four weeks
- Social media engagement within four weeks:
 - 300 clicks of paid for Facebook activity [boosted posts/events] (based on having film ready)
 - 100 clicks from organic social media
- 10 pieces of positive media coverage (based on event and having film snippets ready for a press release to be based on so we can sell into the media)
- 2000 visits to the fostering web pages within four weeks of campaign launch (based on new-look website being ready with new payment content and new film being featured on the website)

Theme

Foster for Nottinghamshire - giving local children roots

Launching a campaign at the iconic Sherwood Forest Country Park and planting new trees, the message is that foster carers help lay vital roots for children in care by giving them a stable and loving home.

Marketing and communications action plan

Campaign activity

Recruitment activity
Media opportunity campaign launch February campaign launch (before half term) to plant trees and create human '200' to show need for new foster carers in Nottinghamshire. Working with RSPB, Woodland Trust, local schools and foster carers to highlight need and attract positive media coverage.
Fostering webpages Campaign themed web banner on fostering landing page, website mega banner and full fostering video
Media releases to promote campaign – launch and ongoing <ul style="list-style-type: none">• Campaign launch• Column• Campaign key messages and highlights from new film• Recruitment events
Local magazine adverts Life Magazines, Life Publications, NG magazines, resident magazines, parish council newsletters
Council tax insert - Newark and Sherwood
Interior bus and tram advertising
Digital advertising - across trusted websites targeted based on audience's browsing history.
Boosted Facebook posts – demographically targeted - re monthly info evening – targeted to surrounding area
Facebook posts - organic posts with campaign messages/imagery
Twitter - organic posts with campaign messages/imagery
LinkedIn - organic posts with campaign messages/imagery

Recruitment events - monthly recruitment information events arranged by fostering recruitment team
Emailme content included on NCC bulletins published during campaign What's on advert, Family life, Your life, Fostering recruitment, Latest news
Digital screen ads - Displayed on screens in Nottinghamshire libraries, County Hall, Mansfield Bus Station. Mansfield digital information screens - Mansfield Town Centre and digital information screens at the Civic Centre
Schools portal
Google AdWords
Remarketing - targeting people based on previous browsing history (those who have previously visited the fostering webpages but did not enquire).
Content in Bassetlaw CVS newsletter
Plinth banner
Internal communication <ul style="list-style-type: none"> • Team talk • Intranet news • Intranet banner • Corporate email footer • CSC hold message

Budget for campaign: £16,000 Additional budget for council tax inserts: £1,500