

**16<sup>th</sup> October 2017****Agenda Item: 7****REPORT OF THE SERVICE DIRECTOR FOR YOUTH, FAMILIES AND  
SOCIAL WORK****NATIONAL ADOPTION WEEK****Purpose of the Report**

1. This report seeks approval to run an adoption recruitment campaign during National Adoption week commencing on 16<sup>th</sup> October 2017.

**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.
3. The recruitment campaign is planned to run from 16<sup>th</sup> October 2017 for one week and is specifically aimed at recruiting adopters for sibling groups.
4. Currently 13 children are waiting for adoptive parents and this figure includes a sibling group of four and three sibling groups of two.
5. The October campaign consists of:
  - Facebook adverts
  - Internal website adverts
  - Press releases talking about adoption of siblings
  - Case studies from real adopters
  - Tweets from Council accounts
  - Linked-In posts
  - Intranet adverts
  - A drop in for interested enquirers
  - A photo opportunity with partners across the East Midlands highlighting the need for adopters of large sibling groups.
6. The aim is to generate 15 enquiries and recruit three new adoptive families for sibling groups.
7. Without this recruitment activity the Council will not reach a high level of interest from the community and it is important that the Council maintains its profile alongside other local authorities and voluntary agencies in the East Midlands.

## **Other Options Considered**

8. No other options have been considered.

## **Reason/s for Recommendation/s**

9. The Council needs to ensure choice for children with an adoption plan and in particular the harder to place large sibling groups.

## **Statutory and 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 is a zero cost campaign for one week of sustained activity to recruit adopters. The methods used in the campaign are cost effective, as are placements with Nottinghamshire County Council approved adopters.

## **RECOMMENDATION/S**

- 1) That the adoption recruitment campaign goes live on 16<sup>th</sup> October 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](mailto:shelagh.mitchell@nottscc.gov.uk)

## **Constitutional Comments (LM 20/09/17)**

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

## **Financial Comments (SAS 20/09/17)**

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.

C1030