

12 February 2018**Agenda Item: 13****REPORT OF THE SERVICE DIRECTOR, YOUTH, FAMILIES AND SOCIAL
WORK****RECRUITMENT OF ADOPTERS: THE BIG ADOPTION DAY - 21 MARCH
2018****Purpose of the Report**

1. This report seeks approval to run an adoption recruitment campaign and event for the Big Adoption Day on 21 March 2018.

Information

2. The Council has a constant need to recruit adopters and always has some level of ongoing activity to publicise this fact. The Big Adoption Day is a high profile annual event throughout the UK and details are available at the link below:
<http://www.first4adoption.org.uk/bigadoptionday/>
3. It is proposed to hold an open event in Newark on 21 March 2018 to celebrate the Big Adoption Day. The event would be publicised via social media and would be a drop-in open to all enquirers both within Nottinghamshire and the D2N2 region which encompasses Derby, Derbyshire and Nottingham City. Within D2N2 resources are shared to reach as wide an audience as possible, to ensure choice for children and to avoid duplication. Newark is good geographically as it is accessible for enquirers not only from D2N2 but also Lincolnshire and Leicestershire.
4. The campaign will consist of:
 - Facebook adverts
 - Internal website adverts
 - Press releases
 - Case studies
 - Tweets from Council accounts
 - Linked-In posts
 - Intranet adverts
 - Drop-in event for interested enquirers.
5. The aim is to generate 15 enquiries and recruit three new adoptive families for sibling groups and harder to place children.

6. Without this recruitment activity the Council will not reach a high level of interest from the community and it is important that Nottinghamshire's profile is maintained alongside other local authorities and voluntary agencies in the East Midlands.

Other Options Considered

7. No other options have been considered.

Reason/s for Recommendation/s

8. There is a need to ensure choice for children in need of permanence via adoption, in particular for harder to place large sibling groups and older children. This is a low cost campaign for a one day event to recruit adopters.

Statutory and Policy Implications

9. 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

10. This is a low cost campaign which will be funded from the allocated corporate communications budget of £20,000 for fostering and adoption campaign activity in this financial year. 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 and event for the Big Adoption Day on 21 March 2018 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@nottsc.gov.uk

Constitutional Comments (SLB 30/01/18)

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

Financial Comments (SAS 01/02/18)

12. The financial implications of the report are contained within paragraph 10 above.

Background Papers and Published Documents

None.

Electoral Division(s) and Member(s) Affected

All.

C1088