



20 November 2017

Agenda item: 10

**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 December 2017/January 2018.

**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, the Council undertakes heightened activity to publicise the need for foster carers.
3. In September 2017 the Committee approved a campaign to recruit support carers. The evaluation of this is not yet complete but there was a lot of interest.
4. The foster carer recruitment campaign will take place for four weeks, from late December, to engage with Nottinghamshire residents over the New Year period and will offer fostering as a rewarding way to make a change.
5. Campaign activity will mainly focus on digital channels including email, social media and online advertising, directing people to the Council's fostering webpages, alongside recruitment events arranged by the fostering service, to encourage people to find out more about becoming a foster carer with the Council

**Other Options Considered**

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

**Reasons for Recommendations**

7. This is a relatively low cost (£1,500) 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**

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 campaign, at a cost of £1,500, is within the budget allowed for recruitment of foster carers.

## **RECOMMENDATION/S**

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

**Steve Edwards**  
**Service Director, Youth, Families and Social Work**

**For any enquiries about this report please contact:**

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## **Constitutional Comments (SLB 07/11/17)**

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

## **Financial Comments (SAS 07/11/17)**

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

## **Background Papers and Published Documents**

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Fostering Recruitment Campaign – report to Children and Young People's Committee on 18 September 2017

## **Electoral Division(s) and Member(s) Affected**

All.

C1048