

Name of meeting: Corporate Parenting Board
Date: 21 January 2019
Title of report: Marketing Strategy – Fostering.

Purpose of report

To provide information to Corporate Parenting Board regarding forthcoming marketing events and activities relating to recruitment and retention of foster carers.

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| Key Decision - Is it likely to result in spending or saving £250k or more, or to have a significant effect on two or more electoral wards? | NA |
| Key Decision - Is it in the Council's Forward Plan (key decisions and private reports?) | NA |
| The Decision - Is it eligible for call in by Scrutiny? | NA |
| Date signed off by <u>Strategic Director</u> & name | Elaine McShane – 10.1.19 |
| Is it also signed off by the Service Director for Finance IT and Transactional Services? | NA |
| Is it also signed off by the Service Director for Legal Governance and Commissioning Support? | NA |
| Cabinet member portfolio | Cllr V Kendrick Children's Portfolio |

Electoral wards affected: All

Ward councillors consulted: None

Public or private: Public

(Have you considered GDPR?)

Yes GDPR has been considered. The information in this report does not identify any individuals.

1. **Summary**

Please see attached document that highlights the marketing for Fostering in 2019.

2. **Information required to take a decision**

No decision is required.

3. **Implications for the Council**

3.1 **Working with People**

Working closely with the public raising awareness of fostering that results in the public being assessed as potential carers.

3.2 **Working with Partners**

We work closely with various partners in getting them to promote our need for foster carers. Currently we are linked with police, fire service and education for example.

3.3 **Place Based Working**

Not applicable

3.4 **Improving Outcomes for Children**

Recruitment of Foster carers – more local foster carers gives more placement options for children in the care of the Council.

3.5 **Reducing demand of services**

The recruitment and retention of carers has a positive impact upon the council in terms of financial outlay and reduces the need to use Independent Fostering Agencies.

3.6 **Other (eg Legal/Financial or Human Resources)**

Not applicable

4. **Consultees and their opinions**

Not applicable

5. **Next steps**

The Marketing Strategy will be updated to incorporate comments from the Corporate Parenting Board for April 2019.

6. **Officer recommendations and reasons**

That the Board comment on the Marketing Strategy for Fostering.

7. **Cabinet portfolio holder's recommendations**

Not applicable

8. **Contact officer**

Andy Quinlan - Service Manager Fostering

9. **Background Papers and History of Decisions**
Previous reports to the Corporate Parenting Board regarding recruitment and retention.

10. **Service Director responsible**
Elaine McShane, Service Director (Child Protection and Family Support)