



Derby City Council

Corporate Parenting Sub Board
20 August 2013

Report of the Strategic Director of Children and
Young People

ITEM 10

Recruitment and Retention of Foster Carers

SUMMARY

- 1.1 This report gives an overview of quarter one data, on the recruitment and retention of foster carers and of actions to date to further improve performance in this area.

RECOMMENDATION

- 2.1 To note the performance information and additional activities to improve the recruitment and retention of foster carers.

REASON FOR RECOMMENDATION

- 3.1 This is a regular report to update Corporate Parenting Sub Board of the actions to date on the recruitment and retention of foster carers

SUPPORTING INFORMATION

- 4.1 Approval has been given to recruit a marketing specialist Carmel McLoughlin for two days a week from August 2013 to December 2013
- 4.2 This is with the specific aim to deliver:
- A two year marketing strategy profiling the benefits and opportunities of becoming a foster carer or adopter for Derby
 - A clear plan for revisions to DCC website using local carer input and real examples
 - Immediate revisions to DCC website to improve information and access
 - Production of information pack for foster carers and adopters using input from local carers
 - Position statement at December 2013 with options appraisal for taking forward a campaign
- 4.3 At appendix two a performance report gives detail of quarter one activity on the recruitment and retention of foster carers. Further analysis of this information will be available in August 2013 and a verbal update will be given at the meeting.

- 4.4 At appendix three the Fostering Performance Pathway and Framework is attached for your information as requested at the last meeting
- 4.5 A turn the curve workshop is being held on 2nd August 2013 to create a performance framework to capture the recruitment and approval process of adopters for Derby. The aim if possible is to integrate this with the fostering framework to deliver one framework.
- 4.6 At the Corporate Parenting Sub Board meeting on 9th July 2013 additional information was requested as part of this regular update report. This included:
- Conversion from number of enquiries to initial visits and an analysis of the non-conversions, showing the reasons why and what we learnt from this and can do differently.

This will be linked into the further analysis work currently on going

This report has been approved by the following officers:

Legal officer Financial officer Human Resources officer Service Director(s) Other(s)	Mark Barratt Director of Specialist Services Hazel Lymbery: Head of CiC and Regulated Services Sally Penrose: Deputy Head of Service Fostering and Adoption
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For more information contact:	Name: Hazel Lymbery:hazel.lymbery@derby.gov.uk, Tel:01332 642641
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Background papers:	None
List of appendices:	Appendix 1 – Implications Appendix 2 - Performance Report Appendix 3 – Fostering Performance Pathway and Framework

IMPLICATIONS

Financial and Value for Money

- 1.1 None arising from this report

Legal

- 2.1 None arising from this report

Personnel

- 3.1 None arising from this report

Equalities Impact

- 4.1 None arising from this report

Health and Safety

- 5.1 None arising from this report

Environmental Sustainability

- 6.1 None arising from this report

Asset Management

- 7.1 None arising from this report

Risk Management

- 8.1 None arising from this report

Corporate objectives and priorities for change

- 9.1 The report contributes to the following Council objectives:
Good quality services that meet local needs

