



Derby City Council

CORPORATE PARENTING BOARD
07 October 2014

ITEM 12

Report of the Director for Children and Young People

Recruitment and Retention of Foster Carers and Adopters

SUMMARY

- 1.1 A presentation will be given at the 7th October 2014 meeting with an overview of performance data on the recruitment and retention of foster carers and adopters and of actions to date to further improve performance in this area.

RECOMMENDATION

- 2.1 To note that a presentation will be delivered on performance information and additional activities to improve the recruitment and retention of foster carers and adopters.

REASONS FOR RECOMMENDATION

- 3.1 This is a regular report and presentation to update Corporate Parenting Sub Board of the actions to date on the recruitment and retention of foster carers and adopters
- 3.2 Quarter two data is not available for inclusion in this written report.

SUPPORTING INFORMATION

- 4.1 A specialist marketing Consultant Carmel McLoughlin worked with the Fostering and Adoption Service and Communications for two days a week from August 2013 to June 2014

This work delivered:

- A two year marketing strategy profiling the benefits and opportunities of becoming a foster carer or adopter for Derby
- An updated one year action plan for 2014 to 2015
- Significant changes to DCC website using local foster carer and adopter input with real examples
- Improvements to available web information and its accessibility
- Foster carer, adopter and social worker dvd's available on the website
- Information pack for foster carers and adopters using input from local carers
- Greater public profile of marketing campaign- lamp post banners
- Updated adoption handbook(web based)

- 4.2 As part of the corporate demand management initiative the fostering and adoption service has embarked on service wide project to further support our ability to recruit more foster carers and attract adopters. This is a partnership with iMPower using their Family Values programme. More information will be available at the meeting on this area of work.

OTHER OPTIONS CONSIDERED

- 5.1 None at this time

This report has been approved by the following officers:

Legal officer Financial officer Human Resources officer Estates/Property officer Service Director(s) Other(s)	Alison Parkin Liz Moore Hazel Lymbery; Director of Specialist Services, 01332 642669 hazel.lymbery@derby.gov.uk Andrew Bunyan; Strategic Director for Children and Young People
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Background papers:	rod.jones@derby.gov.uk
List of appendices:	Appendix 1 – Implications

IMPLICATIONS

Financial and Value for Money

- 1.1 Recruiting more foster carers will have a direct and positive impact on the current spend on out of authority placements for children in care

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.

Property and 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 recruitment of more foster carers and adopters supports the Council Priorities:

- inspiring start in life
- inspiring start in life by improving educational attainment
- inspiring working life by improving skills and creating jobs