

Adoption and Fostering 2014 Action Plan

Objectives			Key	
1. Fostering	20 additional fostering households	20% more fostering households		Adoption
2. Adoption	24 (average last 4 years)	adoptive households		Fostering
				Adoption & Fostering

Objective	Month	Marketing Tools	Notes	Audience	Resp Officer	Budget	Evaluation	Status	Comments
	JAN	19th Jan 2015 Adoption and Fostering Roadshow @ Royal Derby Hospital	Event takes place at Royal Derby Hospital which is frequented by staff and visitors from Derby and beyond, which makes it ideal for fostering and adoption teams to host events that can target people	potential adopters and foster carers	RM	Nil	increase in enquiries resulting from the roadshow	complete	Adoption unavailable 3, 10, 16 (move)
	JAN	EXTRA: press release: Voices in Action Youth Council to talk about fostering recruitment (though quotes do mention adoption)	Young people aged 11-19 meet monthly at the Council House to talk about council services and give their views and proposals on these. Fostering is up for discussion - they are meeting the fostering team to explore ways then can help recruit foster carers.	foster carers	RM	Nil	increase in enquiries resulting from the media release	complete	
	JAN	East Midlands Fostering Campaign TV and Radio adverts launch	Nine local authorities are working together to increase the number of foster carers working with their local authority and prevent them from migrating to Independent Fostering Agencies. Also, by working together - they will be able to afford better bigger advertising.	potential adopters and foster carers	YW supported by CW and RM	£5K	joint local authority working will increase the number of enquiries from potential foster carers and uptake of foster children. Joint working will enable authorities to afford the advertising it wouldn't normally be able to afford.	In progress	
	JAN	Update Adoption information sessions	Speak to Jess and ensure that all the adoption information sessions are up to date on the website	People who are seeking to adopt and require face-to-face contact/information from the experts	RM	Nil	The adoption sessions have moved to the Council House and hopefully it will attract more people to the sessions and adopt	complete	
	JAN	31 Jan 2015 Adoption aRoadshow @ Queen's Medical Centre in Nottingham	Event takes place at Royal Derby Hospital which is frequented by staff and visitors from Derby and beyond, which makes it ideal for fostering and adoption teams to host events that can target people	potential adopters and foster carers	RM	Nil	increase in enquiries resulting from the roadshow	In progress	
	JAN	Fostering newsletter January 2015	via mailchimp	staff, stakeholders, clients, and public who sign up for a newsletter	RM	Nil			
	JAN	22nd January Adoption and fostering roadshow @ Royal Derby Hospital	Event takes place at Royal Derby Hospital which is frequented by staff and visitors from Derby and beyond, which makes it ideal for fostering and adoption teams to host events that can target people	potential adopters and foster carers	RM	Nil	increase in enquiries resulting from the roadshow	confirmed	
	JAN	meet Derby Theatre's marketing team to discuss potential publicity opportunities where applicable			RM	Nil	to boost profile of F&A and increase enquiries		
	JAN	Web pages for fostering and adopting	Raj to submit first draft text to Jess/Heathers H and L - to look at so they can add/amend feedback on detail by end of month	channel more people to the website and encourage them to foster and adopt with DCC	RM	Nil		TBC	
	JAN-MAR	Incentives 20% discount from Derby City Council car parks for foster carers	RM to liaise with David Gartside and Heather Hartness to investigate the feasibility and benefit of this scheme	Giving foster carers benefits for the fantastic job they do to support the local authority and help children who cannot be with their birth parents at present	RM	TBC		TBC	