

Monthly breakdown of marketing activities

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

Objective	Month	Marketing Tools	Notes	Audience	Resp Officer	Budget	Evaluation	Status
	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
	JAN-MAR	Continue to update website	ongoing review of the webpages to make them more up to date and reader friendly	to make it easier for clients to navigate the web and ensure people are not missing out on key information	RM	Nil		ongoing
	MAR	multi-media: 2-8 March LGBT Adoption and Fostering Week	Roadshows for fostering and adoption - local and within 50 mile radius of Derby	members from the LGBT community				
	MAR	Thursday 5th March - LGBT fostering and adoption week special information evening	taking place at the Council House, with special guests from LGBT background to talk about the community benefits LGBT people can bring when adopting and fostering	members from the LGBT community	RM	Nil		
	MAR	E-shot ADOPTION: for LGBT fostering and adoption week 2-8th March	to celebrate all the great events that are taking place/taken place during this week	staff, stakeholders, public who sign up to read these	RM	Nil		
	MAR	CHESTERFIELD Adoption roadshow during LGBT fostering and adoption week 5-8 Mar	Gary Woodhouse, formerly from the LGBT Chesterfield Women's Group, is happy to post information on his Open Out Facebook page. He is also a community sexual health officer and recommends using Chesterfield Library as a venue; says he will help notify members of the LGBT audience about this	Chesterfield LGBT community	RM	Nil	Venue TBC	
	MAR	Sat 8th March: Adoption roadshow at Nottingham Broadway during LGBT Adoption and Fostering Week	Lots of parents and children visit the cinema/food complex on Saturday mornings - so it is a good opportunity to speak to potential adopters	potential adopters from the Nottingham area	RM	Nil	TBC	
	March	E-shot FOSTERING: for LGBT fostering and adoption week 2-8th March	to celebrate all the great events that are taking place/taken place during this week	staff, stakeholders, public who sign up to read these	RM	Nil		
	MAR	2-8 March LGBT Adoption and Fostering Week Twitter Q&A	Live twitter Q&A with LGBT foster carer and adopter and staff	members from the LGBT community				
	March 19th March 2	Event at Royal Derby Hospital	potential adopters and foster carers		Nil	increase	In progress	
	MAR	LGBT adoption roadshow at Birmingham SHOUT arts LGBT festival	SHOUT: Birmingham LGBT arts festival: sonyarobotham@lgbt.org / 0121 7730633		RM	TBC	TBC - need to check it is still running	
	MAR	Roadshow 2nd March at the VIP/Press Premiere night for Solace on the Road at Derby Theatre (fostering play)	Fostering staff setting up a stand in the theatre foyer on floor one to talk to people about fostering and recruit potential foster carers. Adoption team may come subject to availability.	potential foster carers and media to raise the issue about fostering				
	MAR	19th March 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	In progress
#	MAR	Event LGBT Adoption and Fostering Week (2-8 March) Event at Derbyshire Friend Media Social Media Internal Printed materials	Information session with social workers (Roll banner, promo items, printed materials) Press release and arrange LGBT Foster Carers/Adopters for interviews	LGBT potential adopters and/or foster carers	R Sadler	TBC	No attendees at events Requests for info packs Hits to A&F webpages Media Coverage Social Media engagement	Completed