

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

Objective	Month	Marketing Tools	Notes	Audience	Resp Officer	Budget	Evaluation	Status
FEB		Website - Raj meeting with webteam to receive additional training to create additional pages (as discussed with John Crowther)	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		
FEB-MAR		Joint working with Derby Theatre when fostering play Solace is on and inform fostering staff of special staff discount	Fri 27 Feb - Sat 14 Mar: Solace on the Road, Derby Theatre Production - is a great opportunity for DCC Fostering Team to publicise its work and recruit foster carers when fostering will be at the forefront of people's minds	media/theatre goers/staff	RM	Nil		in progress
FEB-MAR		27 / 02 - 14 / 03: - display of adoption and fostering banner and printed material	To display material in the theatre area and place leaflets on tables and on stands so people can take the information home with them	theatre goers and staff	RM	Nil		in progress
FEB-MAR		establish list of VIP guests from Council who will be invited to attend on the opening night. Special discounted ticket offer to Fostering colleagues	TBC	'media/theatre goers/staff	RM	Nil		in progress
FEB-MAR		2nd Mar fostering stand during foster play VIP/Press night	Foster stand in theatre foyer, upstairs, where people will be having pre-theatre drinks and during the interim.	theatre goers and staff	RM	Nil		TBC
FEB-MAR		nominate four ambassadors who could provide advice and guidance to actors / staff during rehearsals to make play more realistic i.e.. Councillor Hussain, CYP portfolio holder; Emma Renshaw deputy youth mayor who is also part of Voices in Action Youth Council who recently talked about foster carer recruitment; staff member (Kelly Wright, happy to take part) and foster carer.	Be a really great way of getting staff engaged with the play and help to raise the profile of the Council's fostering service -	theatre goers/staff/	RM	Nil		in progress

	FEB	Adoption Team roadshow at City Hospital, Nottingham	Adoption stand to be set up at City Hospital, Nottingham, to enable staff to talk to staff and visitors to talk about benefits of adopting -hospitals' charity runs the stands and is happy to notify staff via social media	hospital staff and visitors	RM	Nil		TBC
	FEB	<b>New Address Update on external sites</b>	Ensure the new Council House address is updated on external sites: i.e. <a href="https://www.newfamilysocial.org.uk/resources/agencies/">https://www.newfamilysocial.org.uk/resources/agencies/</a> <a href="http://www.first4adoption.org.uk/agency/derby-city-council/">http://www.first4adoption.org.uk/agency/derby-city-council/</a>	website users	RM	Nil		in progress
	FEB	<b>Direct/ easier access telephone number to Fostering and Adoption</b>	IMPOWER leading on this	improve communication between staff and customer	RM	TBC		TBC
	FEB	<b>Valentines Day infographic for 14.02.14</b>	speak to Laura about creating one that was similar to fostering and adoption Christmas infographic - asking people if they have room in their hearts to foster/adopt a Derby child.	extending the concept of love to the love of family	RM	Nil		depends on graphic department's availability
	FEB	multi-media: team roadshow, press releases	Derby Theatre is running a play about fostering at the end of February called 'solace'. RM has spoken to Heide McKenzie (press officer for Derby Theatre) about doing some joint publicity use the play to promote the Derby children still in care waiting to be fostered/adopted.	theatre goes (families/schools) going to see the play	RM	Nil		
	FEB	<b>planning for LGBT Fostering and Adoption Week 2-8 March</b>	planning campaign with zero budget - venues/social media/interviews with case studies	to recruit foster carers and adopters from the LGBT community	RM	Nil		In progress
	FEB	<b>Infographic for LGBT Fostering and Adoption Week 2-8</b>	planning infographic with Laura	to recruit foster carers and adopters from the LGBT community	RM	Nil		
	<b>Half-term incentives</b>							