



Derby City Council

**Corporate Parenting Sub Board  
11 February 2014**

**ITEM 7**

Report of the Strategic Director of Children and Young People

**Recruitment and Retention of Foster Carers**

**SUMMARY**

- 1.1 A presentation will be given at the 11 February 2014 meeting with an overview of quarter three 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 that a presentation will be delivered on quarter three performance information and additional activities to improve the recruitment and retention of foster carers.

**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
- 3.2 Quarter three data is not available for inclusion in this written report.

**SUPPORTING INFORMATION**

- 4.1 A specialist marketing Consultant Carmel McLoughlin is currently working with the Fostering and Adoption Service and Communications for two days a week from August 2013 to March 2014.

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
- Marketing campaign in early 2014

#### OTHER OPTIONS CONSIDERED

5.1 None at this stage.

This report has been approved by the following officers:

<b>Legal officer</b> <b>Financial officer</b> <b>Human Resources officer</b> <b>Estates/Property officer</b> <b>Service Director(s)</b> <b>Other(s)</b>	N/A N/A N/A N/A Hazel Lymbery, Service Director, Specialist Services Sally Penrose, Deputy Head of Service, Fostering and Adoption Carmel McLoughlin, Marketing Consultant
<b>For more information contact:</b> <b>Background papers:</b> <b>List of appendices:</b>	Rod Jones 01332 643815 rod.jones@derby.gov.uk None Appendix 1 – Implications Appendix 2 – Presentation

<b>IMPLICATIONS</b>
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**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

**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 report contributes to the following Council objectives:  
Good quality services that meet local needs

