

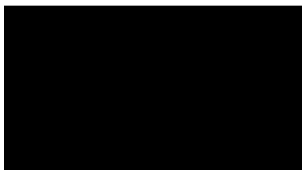
Appendix 2: Devon and Warwickshire Approaches



Following a competitive tender, Tribe was awarded this project to create a multichannel campaign to recruit suitable foster carers across Devon.

Our creative strategy was to pose questions, resolves dilemmas, presents opportunities and provides solutions for potential foster carers. It spoke directly to the audience as individuals, providing resonance with their own thoughts and appealing to their beliefs and motivations. The idea was “Foster the thought, foster the child”.

We developed an integrated campaign, including digital media, press, social media and film. Tribe interviewed existing foster carers and provided a series of audio blogs that were published on the website so that potential foster carers could listen to real-life stories. The campaign was highly successful and resulted in us being awarded a 12-month extension



DEVON

White Space Advertising celebrate record number of foster carers for Fostering Devon



News

23/08/2019



Enter your email for our weekly newsletter

Subscribe

A record number of families in Devon have been approved to provide safe and caring homes for the 750+ children and young people living in care in Devon.

White Space Advertising have been working with Devon County Council's fostering service, on a recruitment drive over the last 18 months, which has so far seen 40 new households, equating to 67 individual foster carers and 60 child placements, approved to help look after the most vulnerable children and young people in the county.

As part of the recruitment campaign, White Space created and designed a full marketing strategy to include both online and offline media with a suite of images and branding to promote Fostering Devon. This was refreshed in April 2019 with a new eye-catching 'Inspire a Future' campaign that launched in June.

Fostering Devon recruits record number of foster carers

Posted on: 6 August 2019

A record number of families in Devon have signed up to provide safe, caring homes for the 700 plus children and young people in Devon who are not able to live with their birth families.



Following a massive recruitment drive over the past two years, Devon County Council's fostering service, Fostering Devon, has approved 40* new fostering households to help look after the county's most vulnerable children and young people.



Cllr James McInnes, Devon County Council's Cabinet Member for Children's Services, said:

“Nationally the number of children being taken into the care of local authorities has reached a 10-year high, and the situation in Devon reflects this.

“706 children were in our care in May 2018. That rose to 739 children by December last year and now that number stands at 750.

“With nearly three in every four looked-after children accommodated in foster families, we needed more people to come forward to help.

“Our Fostering Devon team have worked hard to recruit these new families, and although the numbers might not appear spectacular, in the context of a national shortage of foster carers and competition from private fostering agencies, it is a great achievement.

“There's still a long way to go until we have a sufficient number of foster carers to meet the needs of all of Devon's looked after children, but this milestone shows that we are on the way to building a service with carers of the highest quality.”

*(*40 new households, equating to 67 individual foster carers and 60 new placements).*

Warwickshire

- Tendered contract for creative and innovative Marketing and Recruitment Campaign to achieve a minimum of 60 new carers over a two year period, including a focus on lowering average carer age and recruiting carers from BME/LGBTQ and Eastern European groups
- Received five bids – there is a market
- The initial contract term is for 2yrs with options to extend for further periods up to 24 months, subsequent extensions would need to achieve at least the same recruitment results i.e. 30 carers for each 1yr extension
- The provider will manage the marketing and recruitment in line with WCC branding and communications policies. They will manage initial enquiries and complete initial visits to prospective carers and make recommendations to WCC Fostering Recruitment Team enabling social workers to carry out quality assessments.
- The provider will manage and respond to all initial enquires WCC receives. WCC will continue to be the first point of contact from enquirers. WCC Recruitment Team will send all initial enquiries received within 24hrs to the marketing and recruitment provider.
- WCC will work with the provider to enable them to access Mosaic case recording system through which the provider will be expected to input and update case recording notes for prospective carers. This will be the case recording system through which the provider will record progress of all initial enquires and initial visits.
- All initial enquiries will continue to come into WCC Fostering Recruitment team to enable WCC staff to create a case record which the provider will then work through.
- The provider will have the option, through working in partnership with WCC, to utilise WCC's existing internal tracking system for enquiries or employ their own system if deemed more efficient by either the provider or WCC.

Telford aims to approve carers within 26-weeks of enquiry

Activity / Action	Timeframe
Respond to all initial enquires	within 48-72hrs
Complete a 'Prospective Foster Carer Initial Enquiry and duty call' form for each initial enquiry	Within 24hrs
Facilitate a filtering and assessment process to identify potential carers, and to book initial visits	within 5 days following the initial 72hrs.
To complete 'Prospective Foster Carer initial visit' form	Within 72hrs
To follow up all initial visits where applications have not been received by WCC.	Up to 4 weeks after initial enquiry received