

Appendix B

Recruitment & Retention Strategy 2014-15

Fostering Service



Current picture

**We need carers for children and young people.
In particular, those who:**

- Have challenging behaviour
- Are sibling groups, 2 or more
- Are over 12 years of age
- Have physical or learning disabilities
- Are from dual heritage/BME groups



Current picture

Current recruitment situation

- Enquiries and approvals are down year on year
- 11 new mainstream foster carers were approved in 2013-14
- We risk losing existing carers to other LAs
- We risk losing existing carers to IFAs



Aims and objectives

Overall marketing objectives

- Rebrand the service and go live Tuesday 1 April
- Promote Central Bedfordshire Council (CBC) as the preferred agency to foster or adopt for
- Saturate the area so that CBC fostering service is a known brand
- Introduce low cost, high impact marketing channels
- Involve staff, carers, looked after children and the children in care council



Aims and objectives

Overall retention objectives

- Launch the new fees scheme on Tuesday 1 April
- Push the existing incentive scheme
- Improve existing communications methods with foster carers
- Involve carers in consultations about service changes and recruitment
- Make them feel like a valued part of the service



Aims and objectives

Number of foster carers needed

- Need to recruit at least 10 new carers in 2014-15
- Need to recruit at least 15 additional new carers in 2015-16



How?

Improved publicity materials

- Rebranded items distributed across Central Bedfordshire
- Monitoring process of where and when
- Updated regularly and campaign specific

Outreach Plan

- Wide and varied programme of locations
- Tag onto events currently taking place
- Deliver presentations to groups and companies



Advertising

- Ensure chosen advertising is cost effective
- Explore new online opportunities
- Embed a robust monitoring process

Social Media

- Facebook and Twitter pages
- Use to promote outreach activities
- Use to engage with potential carers and existing carers



Website

- Update existing content and maintain
- Include 'Vine' style videos and sound bites
- Introduce form to register interest

Other/additional

- Press bank for activities and events
- Closer working with community groups
- Targeted campaigns aimed at specific audiences

