

Central Bedfordshire Council

Corporate Parenting Panel

Thursday 26 July 2018

Adoption Recruitment Strategy 2018 - 2019

Report of:

Cllr Steven Dixon, Executive Member for Social Care and Housing,
(steven.dixon@centralbedfordshire.gov.uk)

Responsible Director(s):

Sue Harrison, Director of Children's Services,
(sue.harrison@centralbedfordshire.gov.uk)

This report relates to a decision that is Non-Key

Purpose of this report

1. This Recruitment Strategy outlines the target for 2018 – 2019, our current need and the successes and learning we have found through our analysis of the last financial year's activities. It gives an overview of our key marketing initiatives and targeted campaigns we will be undertaking for the next financial year (April 2018 to March 2019).

RECOMMENDATIONS

The Committee is asked to:

1. Consider and note appendix; Adoption Recruitment Strategy 2018 – 2019.

Overview and Scrutiny Comments/Recommendations

2. This report has not been to or planned to go to Overview and Scrutiny as no recommendations/decisions are required. Corporate Parenting Panel are asked to consider and note the Adoption Recruitment Strategy.

Issues

3. National data from the Adoption Leadership Board (ALB) shows that the number of approved adopters has declined during the last year. ALB Chair, Andrew Christie, reports "this reinforces the importance of increasing adopter recruitment and support, especially for harder to place children".

4. In support of this report, this recruitment strategy outlines the target for 2018 – 2019 and the current need for prospective adopters. It also gives an overview of the key marketing initiatives and targeted campaigns the Service will be undertaking this year.

Council Priorities

5. The Adoption Recruitment Strategy meets the following Council priorities:
 - Enhancing Central Bedfordshire
 - Improving education and skills
 - Protecting the vulnerable; improving wellbeing
 - Creating stronger communities
 - A more efficient and responsive Council.

Corporate Implications

6. Legal, financial and equalities implications were requested, feedback can be found below.

Legal Implications

7. Reviewed by Jennifer Lee and suggested amendments made within report, see appendix.

Financial and Risk Implications

8. Reviewed by Denis Galvin, no issues from a finance perspective.

Equalities Implications

9. Reviewed by Clare Harding:
10. Central Bedfordshire Council has a statutory duty to promote equality of opportunity, eliminate unlawful discrimination, harassment and victimisation and foster good relations in respect of nine protected characteristics; age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation. The report highlights the steps that are taken to recruit adopters from diverse backgrounds in order to meet the needs of children being considered for adoption.

Conclusion and next Steps

11. If approved the strategy will shape the monthly working plan for the Marketing, Recruitment and Training Officer to recruit adopters for the Corporate Parenting Service in Central Bedfordshire Council.

Appendices

Appendix A:

Adoption Recruitment Strategy 2018 – 2019.

The following Appendix is attached/ provided through an electronic link:

<https://centralbedfordshire.box.com/s/reylrnpdc8f0n6asesty2wxig55gwlvf>

Background Papers

None

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Marketing, Recruitment and Training Officer

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