



Fostering / North East Area partnership review

Steering group presentation

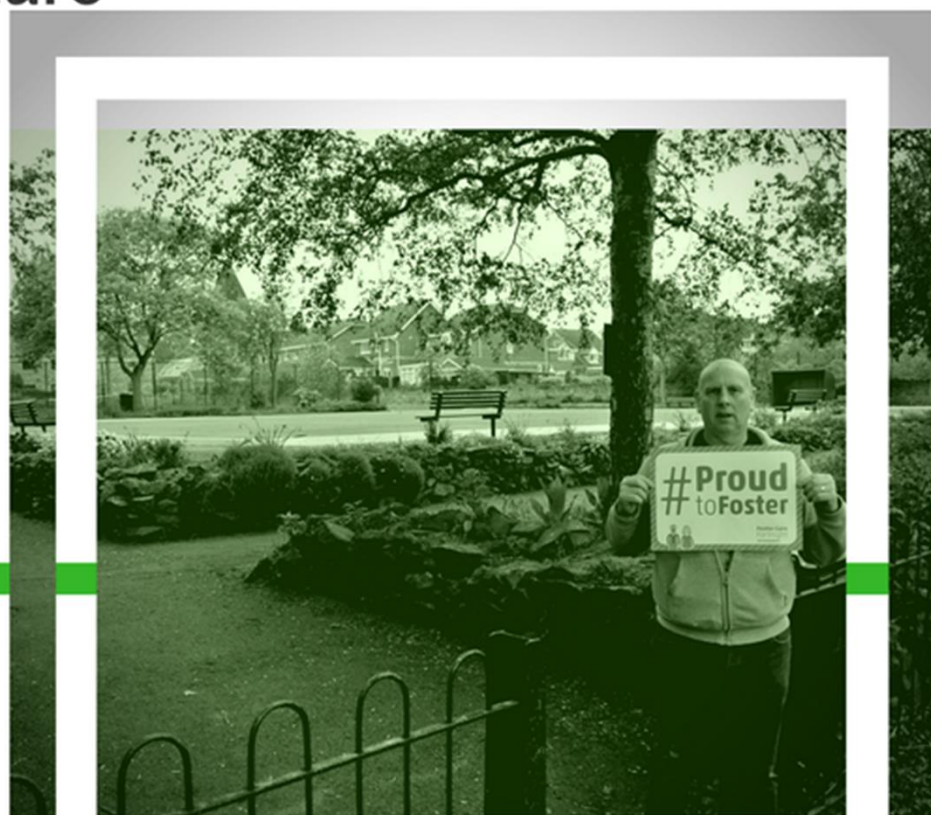
The objectives

- To improve the recruitment and retention of quality, local authority foster carers.
 - We want your help to 'describe the problem' to our communities
 - To draw on the strengths of Barnsley families & individuals to care for Barnsley children
 - Our communities - our assets – how can we exploit to help develop solutions?
-
- Ward Alliances – community groups – local intelligence – tailored promotion

Summary of actions

- Launch
- Flyer / Poster drop around the area
- Shafton Parish Council meeting
- Grimethorpe Pentecostal church
- Village life magazine feature
- Royston Gala
- Cudworth Tea in the Park
- Great Houghton Fun Day
- Carlton Gala
- Health & Wellbeing Day

THANKS



What did this lead to?

April to September...

52

LAST YEAR

81

THIS YEAR

14

FROM THE NEA

FANTASTIC

EXPOSURE

5

IN THE PROCESS
OF HAVING
ASSESSMENTS

2

IN THE
APPLICATION
STAGE


3

IN THE INITIAL
HOME VISIT
STAGE

4

NO FURTHER
ACTION

A chance to learn what works for us

A woman with blonde hair and glasses, wearing a grey and white striped t-shirt, is smiling and holding a large orange and white sign that reads '#Proud to Foster'. She is standing in front of a stone wall and greenery. The sign also features the text 'Foster Care Fortnight' and 'We're Supporting the People' at the bottom.

It's nationally recognised that selling the foster care 'product' is unlike promotions or marketing of any other kind. Foster care changes the lives of the people we recruit, perhaps forever, and for many it's a '24/7' commitment for years of their life.

We will continue to measure NEA enquiries for the next **12 months** to fully measure the campaign success.

What went well

AWARENESS

- Overall awareness in a concentrated area
- Being aware of and attending the large events in the borough.



- Village Life magazine cover.



What we will improve on

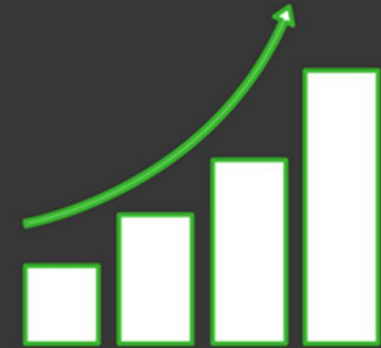
WE MUST MANAGE OUR CAPACITY FOR EVENTS.

We must focus on family-oriented events

Stalls at shopping locations aren't effective

Parish council meetings don't provide an optimum audience.

Moving forward



Area council partnerships are valuable

We want to create local 'faces of fostering' for all the 6 areas.

help to spread our message to your targeted areas through your social media followers.

We want to create partnerships to attend two of the main family-focused events in each area per year. (Capacity allowing).

Want help from each area to spread awareness of the need for fostering



**Fostering
in Barnsley**

Help to utilise your community magazines.

