

# BARNSELY METROPOLITAN BOROUGH COUNCIL

North East Area Council

Report of the Area Manager

Agenda Item 8

March 26<sup>th</sup>, 2020

Foster Care Social Return on Investment Report

Building on Community Assets together with the Foster Care Team



## 1. Background

In November 2016, the Foster Care Team gave a presentation to the North East Area Council highlighting the need for more Foster Carers in Barnsley, and their objective to improve the recruitment, and retention, of quality Local Authority Foster Carers. The North East Area Council agreed to support the Foster Care team in a recruitment and marketing campaign to increase awareness about Foster Care, to encourage residents to consider becoming a Foster Carer and highlighting the need for Barnsley Carers for Barnsley children.

It was agreed that raising the awareness of residents in a concentrated area has worked really well, and Building on Community Assets, Local Links and Community Knowledge has ensured positive results.

The dramatic increase in Foster Care enquiries was significant. This has been a great example of what can be achieved through partnership working, and the results of the campaign will have such a beneficial, positive effect on the young people who need the help and support of Foster Carers.

Over the first six months of the initiative the Foster Care team received 146 enquiries in total and 36 households were subsequently approved, which is double the number of enquires and approved households that are usually received and approved over a similar period.

The North East Area Council has been proud to work with, and help support, the staff from the Foster Care Team. The Foster Care Team would like it to be noted that:

***'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.'***

### **Social Return on Investment**

A Social Return on Investment calculation has subsequently been undertaken for the Foster Care Campaign initiative, and the Net Social Value is **£13.98 for every pound spent.**

**Caroline Donovan**  
**Area Council Manager**

**30<sup>th</sup> January 2020**