**FOSTER CARE RECRUITMENT, RETENTION AND MARKETING STRATEGY**

**In April 2014 the Fostering service in Conwy decided to commission the production of a recruitment, retention and marketing strategy to support the Service in increasing its number of foster carers.**

**Aims & Objectives**

There are four separate, but inter-related strands to this strategy:

* Ensuring the care needs of local looked after children are met
* Developing and modernising marketing literature in order to generate a greater number of enquiries from prospective foster carers
* Streamlining and monitoring the recruitment responses and processes in place for applicants from the point of initial enquiry through to approval
* Ensuring retention activity takes place that addresses the needs of Foster Carers, increases their skill levels and enables them to provide good quality placements for children and young people.

These strands form an overall strategy for Conwy’s Fostering Service. The effective implementation of the strategy will ensure the authority maximises its’ opportunities to increase the number of in-house Foster Carers providing quality placements for looked after children.

**WHAT’S CHANGED?**

A draft strategy has been developed and is due to be approved and launched in June 2015

The strategy identifies a re-branding of current materials to aid with the recruitment of future foster carers. Amongst the newly developed marketing toolkit will be video testimonials, case studies, banners, posters and newsletters.

The Fostering website pages will also be refreshed and updated alongside the development of a greater social media presence

The strategy also proposes an action plan to establish standards for each stage of the recruitment process. These standards will be further maintained by establishing agreed recording and monitoring practices

**WHAT DIFFERENCE HAS IT MADE?**

The aim of the strategy is to;

* Ensure that we have a clear and sustainable recruitment, marketing and retention plan
* Have clear branding that is well established in the local communities of Conwy
* Supports the Local Authority in recruiting sufficient in house foster carers
* Support the Local Authority in remaining competitive against Independent Fostering Agencies

