

Appendix A MARKETING ACTION PLAN 2015/16

THE BIG 4 CAMPAIGNS

FSP	FOSTERING SPRING	16 MAY - 21 JUNE 2015	
FS	FOSTERING SUMMER	20 JULY - 9 AUGUST 2015	
AA	ADOPTION AUTUMN	19 OCTOBER - 8 NOVEMBER 2015	
FSB	FOSTERING & SHORT BREAKS	14 MARCH - 3 APRIL 2016	

DATE	CAMPAIGN	ACTIVITY	CHANNEL/METHOD	TARGET AUDIENCE	BUDGET
APRIL					
MAY					
16/05/2015	FSP	START OF FOSTERING SPRING CAMPAIGN			
16/05/2015	FSP	READING CHILDREN'S FESTIVAL - MEADOW MADNESS	EVENT		
17/05/2015	FSP	THE ROYAL BERKSHIRE 10K	EVENT		
21/05/2015	FSP	INFORMATION EVENING	EVENT	PROSPECTIVE CARERS	FOSTER
25/05/2015	FSP	READING CARNIVAL	EVENT	FAMILIES,	

	FSP	FACEBOOK CAMPAIGN	SOCIAL MEDIA			
	FSP	HALF PAGE ADVERT	PRIMARY TIMES ADVERT	PARENTS, TEACHERS	CARERS,	
	FSP	QUARTER PAGE ADVERT	READING CHRONICLE			
	FSP	FULL PAGE ADVERT	FYNE TIMES MAGAZINE	LGBT		
JUNE						
	FSP	ON AIR RADIO CAMPAIGN	HEART RADIO BERKS/N HANTS	DRIVERS		
	FSP	ADVERTISING ON REAR OF 30 READING BUSES	JC DECAUX/READING BUSES	DRIVERS, SHOPPERS		
	FSP	FOSTER CARE FORTNIGHT	NATIONAL CAMPAIGN			
06/06/2015	FSP	RBH LEAGUE OF FRIENDS COMMUNITY FUN DAY	EVENT	FAMILIES		
13/06/2015	FSP	READING WATER FESTIVAL	EVENT	FAMILIES		
14/06/2015	FSP	EAST READING FESTIVAL	EVENT	FAMILIES		
18/06/2015	FSP	INFORMATION EVENING	EVENT	PROSPECTIVE CARERS	FOSTER	
21/06/2015	FSP	FOSTERING SPRING CAMPAIGN ENDS				
JULY						
04/07/2015		OXFORD ROAD FUN DAY	EVENT	FAMILIES		
11/07/2015 - 12/07/2015		CAVERSHAM FESTIVAL	EVENT	FAMILIES		

		INFORMATION SESSION	EVENT	PROSPECTIVE CARERS	FOSTER
16/07/2015					
20/07/2015	FS	START OF FOSTERING SUMMER CAMPAIGN			
26/07/2015	FS	READING FAMILY FUN DAY	EVENT	FAMILIES	
	FS	ON AIR RADIO CAMPAIGN	HEART RADIO BERKS/N HANTS	DRIVERS	
	FS	FACEBOOK CAMPAIGN	SOCIAL MEDIA	MALES, TEACHERS,	
	FS	ON AIR RADIO CAMPAIGN	JACK FM	DRIVERS, PREDOMINANTLY MALES	
	FS	QUARTER PAGE ADVERT	READING CHRONICLE		
AUGUST					
	FS	ADVERTISING WITH RFC			
09/08/2015	FS	END OF FOSTERING SUMMER CAMPAIGN			
20/08/2015		INFORMATION EVENING	EVENT	PROSPECTIVE CARERS	FOSTER
SEPTEMBER					
05/09/2015		READING PRIDE	EVENT	LGBT	
17/09/2015		INFORMATION EVENING	EVENT	PROSPECTIVE CARERS	FOSTER
OCTOBER					
15/10/2015		INFORMATION EVENING	EVENT	PROSPECTIVE CARERS	FOSTER

19/10/2015	AA	START OF ADOPTION AUTUMN CAMPAIGN				
	AA	ON AIR RADIO CAMPAIGN	HEART	RADIO		
	AA	FACEBOOK CAMPAIGN	OXFORD/N HANTS	SOCIAL MEDIA		
	AA	QUARTER PAGE ADVERT	READING CHRONICLE			
NOVEMBER						
08/11/2015	AA	END OF ADOPTION AUTUMN CAMPAIGN				
19/11/2015		INFORMATION EVENING	EVENT		PROSPECTIVE ADOPTERS	
DECEMBER						
JANUARY						
21/01/2016		INFORMATION EVENING	EVENT		PROSPECTIVE CARERS	FOSTER
FEBRUARY						
18/02/2016		INFORMATION EVENING	EVENT		PROSPECTIVE CARERS	FOSTER
MARCH						
14/03/2016	FSB	START OF FOSTERING AND SHORT BREAKS CAMPAIGN				
17/03/2016	FSB	INFORMATION EVENING	EVENT		PROSPECTIVE CARERS	FOSTER
	FSB	QUARTER PAGE ADVERT	READING CHRONICLE			

APRIL						
03/04/2016	FSB	END OF FOSTERING AND SHORT BREAKS CAMPAIGN				
21/04/2016		INFORMATION EVENING	EVENT	PROSPECTIVE CARERS	FOSTER	

Appendix B
Fostering Needs Analysis and Targets for Fostering Recruitment

2015 - 2016

<u>Recruitment Needs Per Annum</u>	<u>Loss Per Annum</u>		<u>Gain Per Annum</u>		<u>Net Gain Per Annum</u>	
	<u>Placements</u>	<u>Households</u>	<u>Placements</u>	<u>Households</u>	<u>Placements</u>	<u>Households</u>
16-18 (Current purchased IFA placements)	14	12	9			
5 (IFA-long term matches)	3-4 (staying put)	2-3	3			
4 (5% increase in LAC)		2				
26 (Matching capacity)	18	17				
51-53		33	12	69-71	51-53	33

A stretch target of 10 assessments per f.t.e worker p.a is established. They are currently performing at a rate of completing 8. There will be 2.95 workers when the 0.5 vacancy is appointed to.

There will be a transition phase 1.4.15-31.8.15 when 6 new assessments will be completed. An independent assessor on a fixed term contract will be used to supplement the team at a cost of £1800-2000 per assessment in this and subsequent stages.

Fostering Recruitment - Planning Targets
 (at end /August 2015, March 2016, March 2017, March 2018 & September 2018)

<u>2015</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>
	TRANSITION				
SW1 1 x FTE					April - August Total 2
SW2 1 x FTE					April - August Total 2
SW 3 1 -.45					April - August Total 0
SW 4 - a currently .5 vacant post. Recruitment to take place. Commissioned Form F's					Recruitment to take place April August Total 2

Fostering Recruitment - Planning Targets
 (at end / August 2015, March 2016, March 2017, March 2018 & September 2018)

<u>2015</u>	<u>Sept</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>2016</u> <u>Jan</u>	<u>Feb</u>	<u>March</u>	<u>April</u> <u>2015 -</u> <u>March</u> <u>2016</u> <u>Total</u>
SW1							6	8
SW2							6	8
SW3 and SW4							3	3
Commissioned Form F's							3	5
							Total	24

Fostering Recruitment - Planning Targets
 (at end / August 2015, March 2016, March 2017, March 2018 & September 2018)

<u>2016</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug</u>	<u>Sept</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>2017</u> <u>Jan</u>	<u>Feb</u>	<u>March</u>	<u>Total</u>
SW1													10
SW2													10
SW3 and SW4													10
Commissi oned Form F's													5
												<u>Total</u>	<u>35</u>

Fostering Recruitment - Planning Targets
 (at end / August 2015, March 2016, March 2017, March 2018 & September 2018)

<u>2017</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug</u>	<u>Sept</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>2018</u> <u>Jan</u>	<u>Feb</u>	<u>March</u>	<u>Total</u>
SW1													10
SW2													10
SW3 and SW4													10
Commissioned Form F's													5
												Total	35

Fostering Recruitment - Planning Targets
1st April 2018 to 30th September 2018

<u>2018</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>August</u>	<u>Sept</u>
SW1						5
SW2						5
SW3 and SW4						5
Commissioned Form F's						2
					Total	17

Fostering Targets Summary

	<u>Current May 2015</u>	<u>31st March 2016</u>	<u>31st March 2017</u>	<u>31st March 2018</u>	<u>30th September 2018</u>
RBC Foster Placements (excluding F&F)	54	54	72	107	142
Net gain RBC Foster Placements		18	35	35	17
Total RBC Foster Placements	54	72	107	142	159 Equals 75.7% (as a population of 210 LAC)
IFA Use	78				
Total Foster Placements	130				

ANNUAL NET GAIN OF FOSTER PLACEMENT

<u>1/04 2015 - 31/3/16</u>		<u>1/04/2016 - 31/03/17</u>		<u>1/04/2017 - 31/03/2018</u>		<u>1/04/2018 - 30/09/2018</u>	
<u>Gain</u>	<u>Loss</u>	<u>Gain</u>	<u>Loss</u>	<u>Gain</u>	<u>Loss</u>	<u>Gain</u>	<u>Loss</u>
24 households	12	35 households	12	35 households	12	17 households	6
Actual net gain		Actual net gain		Actual net gain		Actual net gain	
12 households		23 households		23 households		11 households	
18 placements		35 placements		35 placements		17 placements	

Therefore, after 3.5 years of consecutive increases in the number of foster placement there will be an annual net gain of at least 23 households, which equates to an approximate addition of 35 placements. This is based on a keeping the targets year on year without

any increase. The needs analysis and a loss figure also remain constant. Every 6 months all of these factors need to be reviewed and adjusted to reflect any new data and profile of the looked after population. The difference between the annual target and the adjusted net gain reflects a continued yet diminishing usage of IFA placements. The net gain will provide a sufficient range of placements for matching to take place. It is also proposed that:

- the recruitment and support function for Supported Lodgings and the post undertaking this work currently transfer back to the Children's Social Work team who support Care Leavers when this is practicable
- decisions are taken to standardise practice in securing long term matches. This impacts on workload.
- Family Placement lead joint work with the Children's Social Work teams re permanency planning for children in IFAs. This will be provided by 1.0 f.t.e from the existing Adoption Team's establishment. A request is also made for additional resource for 2.0 f.t.e posts to assist for up to 11 months.
- 1.5 vacancies are filled in the Support + Development section of the fostering service which will be providing ongoing supervision to an increased number of foster carers and taking back work from Recruitment and Assessment colleagues to enable the latter to re-focus on core recruitment and assessment business (in conjunction with the 0.5 Recruitment + Assessment vacancy identified above this results in 2.0 fostering service current vacancies being filled).