

**Efficiency Improvement and Transformation
Review of Child Placements and Residential Care
Foster care –marketing
Potential Options**

1	<p>Option 1 Create a specific permanent post for marketing of the fostering service and set a discrete budget for recruitment activity Post will be responsible for – Developing a robust recruitment strategy with clear targets Professionalise recruitment material Create and pursue publicity opportunities Run recruitment campaigns Monitor recruitment activity</p>		<p>Cost Approx £52,000</p> <p>Potential Savings of</p> <p>Net saving £48,000</p> <p>(If reduces use of IFA placement by at least 2 placements then this option will be cost effective)</p> <p>How long before any cost benefit is realised?</p> <p>12-18 months.</p> <p>What resources will be required to implement the option?</p> <p>Staff Recruitment materials</p> <p>Agreement with other LA</p> <p>Protocols</p>
	<p>Strengths</p> <ul style="list-style-type: none"> • Increase publicity/exposure to potential fostering applicants • Increase awareness of need of foster carers • Service will influence and drive the campaigns • Better use of media opportunities • Professional approach places us on an equal footing with our competitors • Marketing is undertaken by officer who has a specialist knowledge base and time • Social work staff freed up to assess and support carers. • Gives dedicated time and focus to this area of work • Ability to plan more effective campaigns that target need. • Increases the number of enquiries • Increase number of approved foster carers • Increase placement choice • Increase placement stability • Decrease number of children placed outside of the borough • Decrease number of higher cost placements made with independent fostering agency 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Additional cost –finance will be required to implement this option • Other LA may not want to participate in collaborative arrangements in marketing therefore reducing ability to share cost • Increase in enquiry rate –service may not be able to respond in timely manner • Increase in enquiry rate = increase in social worker workloads 	

	<p>Opportunities</p> <ul style="list-style-type: none"> • To use post to market the adoption service • To use post to coordinate publicity in relation to private fostering regulations • If we have a significant increase in approved foster carers we can charge other LA for use of any vacant placements • To explore potential of this post being a joint post with Tees wide LA fostering services and share costs • To develop network of marketing officers within the region to share knowledge and experience and pool appropriate resources 	<p>Threats/Risks</p> <ul style="list-style-type: none"> • Fails to deliver –enquiry rate doesn't increase or enquiry rate increases but does not convert into more approved foster carers. • If enquiry rate increases dramatically and we are unable to respond in a timely manner we may lose potential applicants to other fostering services • Presence in the borough of other independent providers of fostering services –our competitors 	
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2	<p>Option 2 – Employ a Marketing person to a fixed term contract (i.e. 3 yrs) with option to extend contract if successful Tasks to be same as option 1</p>		<p>Costs As Option 1</p>
<p>Strengths</p> <ul style="list-style-type: none"> • As option 1 • Allows LA to terminate the post if not successful 		<p>Weaknesses</p> <ul style="list-style-type: none"> • As option 1 • Fixed term contract may not attract the right person 	<p>Potential Saving of? As Option 1</p> <p>How long before any cost benefit is realised?</p> <p>As Option 1</p>
<p>Opportunities</p> <ul style="list-style-type: none"> • As option 1 		<p>Threats/Risks</p> <ul style="list-style-type: none"> • As option 1 	<p>What resources will be required to implement the option?</p> <p>As Option 1</p>

3	<p>Option 3 Commission an established and experienced marketing firm to Develop a robust recruitment strategy with clear targets Professionalise recruitment material Create and pursue publicity opportunities Run recruitment campaigns Monitor recruitment activity</p>		<p>Costs Enquiries have concluded that these organisations may cost in the region of £30 - £40 per hour. Potential for this to cost twice as much as option 1 staffing.</p> <p>Potential Saving of? Need to reduce use of IFA placement by 4 in first year to be cost effective</p> <p>How long before any cost benefit is realised? 12 months</p> <p>What resources will be required to implement the option? Advertising budget Commission the service</p>
	<p>Strengths</p> <ul style="list-style-type: none"> • As option 1 • Experienced firm should be able to get going quickly and therefore timescale for seeing results should be shorter • An established firm should have more resources to call upon (staffing, materials and experience) 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Availability • Not likely to be a local firm with local knowledge • They are likely to be offering same advice and service to our competitors • Need to work very hard at ensuring the fostering service is influencing recruitment strategies and campaigns • Potential lack of control and oversight of the service 	
	<p>Opportunities</p> <ul style="list-style-type: none"> • As option 1 	<p>Threats/Risks</p> <ul style="list-style-type: none"> • As option 1 	