

Children & Young People Select Committee

A meeting of Children & Young People Select Committee was held on Wednesday, 2nd December, 2009.

Present: Cllr David Harrington (Chairman), Cllr Jim Beall, Cllr Phillip Broughton, Cllr Mrs Ann Cains, Cllr Aidan Cockerill (vice Cllr Sherris), Cllr Mick Eddy, Cllr Maurice Frankland, Cllr Miss Barbara Inman, Cllr Alan Lewis.

Officers: Shaun McLurg, Jayne Palmer, Jackie Ward (CESC); Graham Birtle, Fiona Shayler (LD); Beccy Brown (PPC); Jim Bell (R).

Also in attendance:

Apologies: were submitted on behalf of Cllr Sherris, Mr Cash, Mr Davies, Mr Campbell.

1 **Declarations of Interest**

None

2 **Draft Minutes - 11th November, 2009**

The draft minutes of 11th November 2009 were agreed as a correct record.

3 **Efficiency, Improvement and Transformation (EIT) Review of Child Placements and Residential Care**

Members were provided with a SWOT Analysis for three potential options for marketing of the fostering service.

Members were informed that Jane Humphreys would be raising the option of joint advertising/marketing at the sub regional directors meeting on 11th December. It was felt that a decision should still be made on the direction for Stockton, whilst the sub regional directors consider the options.

The Corporate, Adult Services and Social Inclusion Select Committee had recently undertaken a review of Communication, Consultation and Engagement and had recommended that the publicity section become a corporate/centralised unit. Beccy Brown was in attendance at the meeting to explain how this could work to assist in marketing of the fostering service.

Members discussed different methods of advertising and methods that had been previously used or had been used at other authorities. Tools such as Facebook, twitter and google wave were also mentioned as possible methods of advertising.

Members felt that creating a specific post for marketing of the fostering service on a fixed term contract was the preferred option with details of how the post would operate across the two teams of publicity and fostering services being agreed at a later date.

CONCLUDED that Members supported an amalgamation of option 1 and 2.

4 **Work Programme**

The next meeting would be held on Thursday 3rd December to consider the EIT Review of Youth Services and Youth Provision. The Committee would also meet on Wednesday 9th December to continue to review Child Placements and Residential Care.

CONCLUDED that the work programme be noted.

5 **Chair's Update**

Members were provided with a briefing note from Jayne Palmer, who had attended a national conference on kinship care.

CONCLUDED that the Chair's update be noted.