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Fostering and Recruitment Task and Finish Group – Cabinet, 14th September 2011			
Recommendation to Cabinet (accepted)	Status	Information	Contact Officers
<p><u>Recommendation one</u> That an online enquiry form be created on the Fostering page of the council's website, Barnet Online, to allow people thinking of fostering to register their interest with the Fostering Team.</p> <p>Complementing the creation of an online enquiry form, the Fostering Team should update the Fostering Information Pack provided via the Fostering webpage to include clear guidance on the type of personal information applicants will be expected to divulge during the application process.</p>		<p><u>Cabinet resolution:</u> "That the recommendations of the Task and Finish Group be approved as submitted."</p> <p><u>Update March 2012:</u> An online enquiry form has been developed and will go live with the Council's website in April.</p> <p>The Fostering Information Pack has been updated and is currently with the graphic design team. It will be completed and printed by the end of April 2012.</p>	<p>Ann Graham Assistant Director, Children's Social Care</p> <p>Debbie Gabriel Service Manager</p> <p>Debbie Biss Fostering Recruitment Team Manager</p>

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<p><u>Recommendation two</u> That the Fostering Team, as a means of enabling contact and mutual support among foster carers, should:</p> <p>(i) ensure the engagement of experienced foster carers to develop a support network for newly recruited foster carers via the proposed buddy scheme.</p> <p>(ii) as foster carers may not be able to attend the regular meetings of the Foster Carers Support Group due to child care commitments, the Fostering Team should identify suitable council properties in the borough to enable foster carers to bring children with them to assist in providing a local support group that meets their needs.</p>		<p><u>Cabinet resolution:</u> “That the recommendations of the Task and Finish Group be approved as submitted.”</p> <p><u>Update March 2012:</u></p> <p>A ‘buddy’ scheme for newly approved carers has been put in place for task-centred carers (carers looking after children whose future placement is still uncertain), linking them to experienced carers who support them through their early experiences as foster carers.</p> <p>Creation of a Peer Support Scheme - to extend opportunities for foster carers’ involvement by offering education, support and practical help.</p> <p>Introduction of monthly coffee mornings at Eversfield Centre, Mill Hill (from September 2011). These are co-hosted with Barnet Foster Carers. Toys and a soft play area are provided so that foster carers can bring their children with them.</p>	<p>Ann Graham Assistant Director, Children’s Social Care</p> <p>Debbie Gabriel Service Manager</p> <p>Debbie Biss Fostering Recruitment Team Manager</p>

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<p><u>Recommendation three</u> The Fostering Team continue to monitor, compare and contrast the cost of placements with independent fostering agencies as well as the content of support services provided by these agencies with in-house fostering services.</p> <p>The purpose of this monitoring being to ensure that by comparing and contrasting service provision the council is achieving value for money and identifies opportunities for service improvements and efficiencies.</p>		<p><u>Cabinet Resolution:</u> “That the recommendations of the Task and Finish Group be approved as submitted.”</p> <p><u>Update March 2012:</u> A cost comparison of in-house and Independent Fostering Agency (IFA) foster placements has been undertaken. This work has taken overheads associated with in-house foster placements into account, including support services.</p> <p>This cost comparison found that an in-house foster placement week for one child in 2010-11 financial year cost the council an average of £776. Over the same timeframe, an IFA foster placement week for one child costs the Council an average of £998 which is £222 more per week.</p> <p>Whilst the Council will always try and achieve best value for the public pound, it needs to balance this with its corporate parenting responsibility. Whilst every effort will be made to provide in-house foster placements, there will be occasions where an IFA foster placement will need to be taken up to deliver the best positive outcomes for these vulnerable young people. The balance of foster placement provision has been moved to provide the majority of foster placements in-house (please see recommendation four update for further details).</p>	<p>Ann Graham Assistant Director, Children’s Social Care</p> <p>Debbie Gabriel Service Manager</p> <p>Debbie Biss Fostering Recruitment Team Manager</p>

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		<p>There remains a role for IFA provision, particularly for children with complex needs. IFA foster placements and services are commissioned on the basis of individual children's needs. IFA placements will continue to be monitored to ensure every child in an IFA placement is there because professional judgement deems it the best way to meet the child's needs.</p> <p>This continual analysis will enable better targeting of the fostering recruitment programme to seek to recruit in-house carers to meet identified needs, for example, where there is demand for sibling group placements.</p>	
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Recommendation to Cabinet (accepted)	Status	Information	Contact Officer
<p><u>Recommendation four</u> The Fostering Team to focus customer research and analysis to ensure that future marketing campaigns include the targeting of demographic groups that are under-represented among the in-house foster carer pool when considered against the borough's overall demographic make up.</p> <p>Further, as a means of monitoring the effectiveness of marketing campaigns the Fostering Team continue to analyse the performance of ongoing and previous advertising and marketing campaigns and report:</p> <p>(i) The number of new foster carer recruitments</p> <p>(ii) The number of foster carers</p>		<p><u>Cabinet Resolution:</u> "That the recommendations of the Task and Finish Group be approved as submitted."</p> <p><u>Update March 2012:</u></p> <p>Foster Carers Recruited 2011/12 = 17</p> <p>Foster Carers Deregistered 2011/12 = 10</p> <p>Total number of placements as at the end of February 2012 = 226; 57% are in LLB foster placements. This exceeds the performance target of 55%</p> <p>Total number of LLB placements as at the end of February 2012 = 147; the performance target is 145 or over.</p> <p>Total number of IFA placements as at the end of February 2012 = 78: the performance target is 80 or less.</p> <p>We have received 40% of our enquiries through the internet (see graph below). This includes:</p> <ul style="list-style-type: none">internet advertising on Facebook, Netmums and the local Times newspapers websitethrough the Google search engine	<p>Ann Graham Assistant Director, Children's Social Care</p> <p>Debbie Gabriel Service Manager</p> <p>Debbie Biss Fostering Recruitment Team Manager</p>

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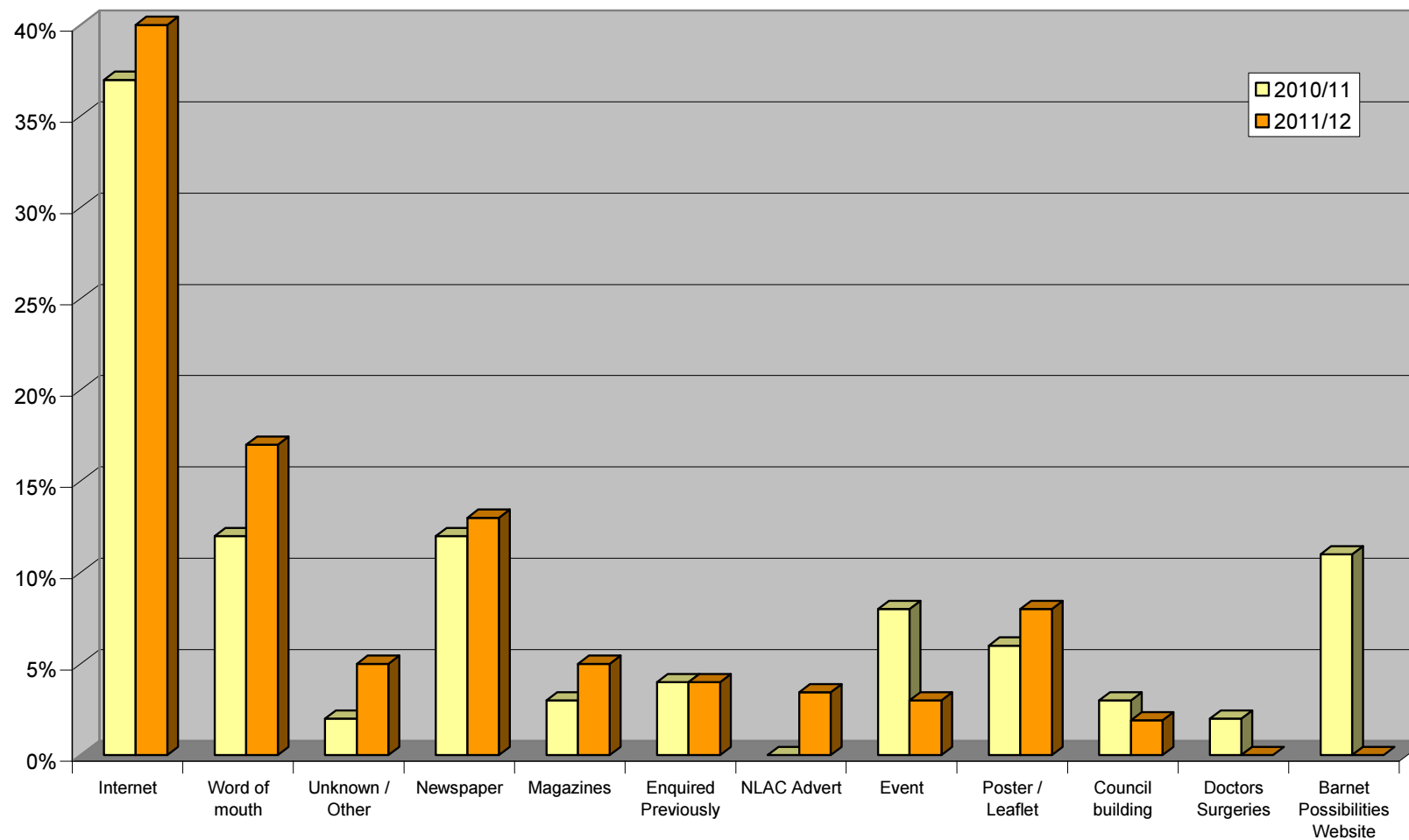
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de-registering		<ul style="list-style-type: none">• through the North London Fostering Consortium website. <p>We expect this to increase significantly in the future therefore the new look website and enquiry form will be really beneficial.</p> <p>Other successful campaigns have included:</p> <ul style="list-style-type: none">• a newspaper wrap on the local Times newspaper (October 2011)• targeting 'Creative lifestyle' types using Mosaic typology. Posters were displayed in the following underground stations, the majority of which are within the borough boundaries. Stations included Totteridge and Whetstone, Hampstead, High Barnet, Edgware and Finchley.• 'word of mouth' through the foster carer referral reward scheme• joint fostering campaigns with the North London Adoption and Fostering Consortium. <p>An analysis of the home postcodes of enquirers (see final graph) shows that we have had more enquiries from areas in Barnet where 'Creative Professionals' live; particularly:</p> <ul style="list-style-type: none">• High Barnet• Barnet• Totteridge• Edgware• Finchley	
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Source of Fostering Enquiry



Fostering Enquiries by Postcode

