Cheshire West and Chester Council

Effective recruitment – more than just marketing

cheshirewestandchester.gov.uk

Hilltop communications

Cheshire West and Chester

The starting point

- New authority
- No marketing activity
- Low conversion rate
- Lack of placement choice

Hilltop communications
Cheshire West and Chester

Review and consultation

- Review of current activity
- Mapping of recruitment process
- Consultation with managers, fostering team and foster carers
- Building relationships with other key stakeholders

Hilltop communications
Cheshire West and Chester

Strategy development

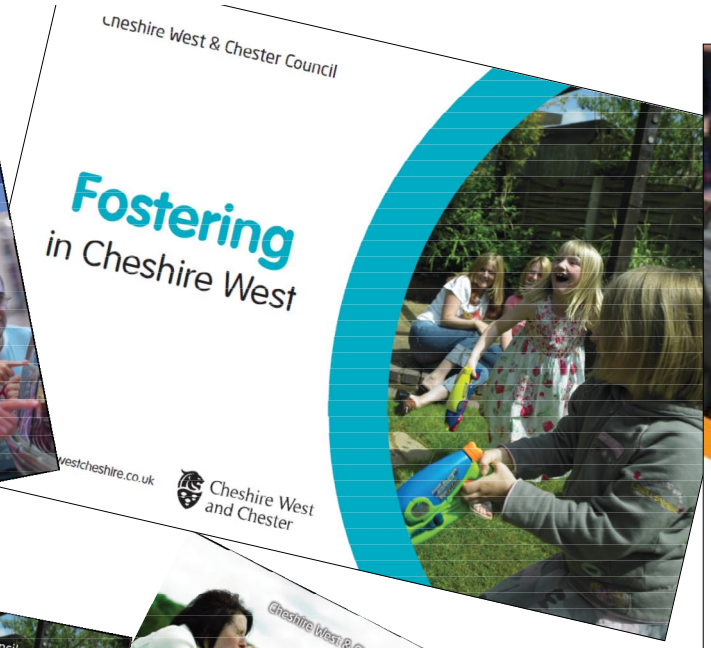
- Development of new process and recruitment tools
- Development of detailed marketing strategy – objectives, tactics, schedule
- Development of new communications materials

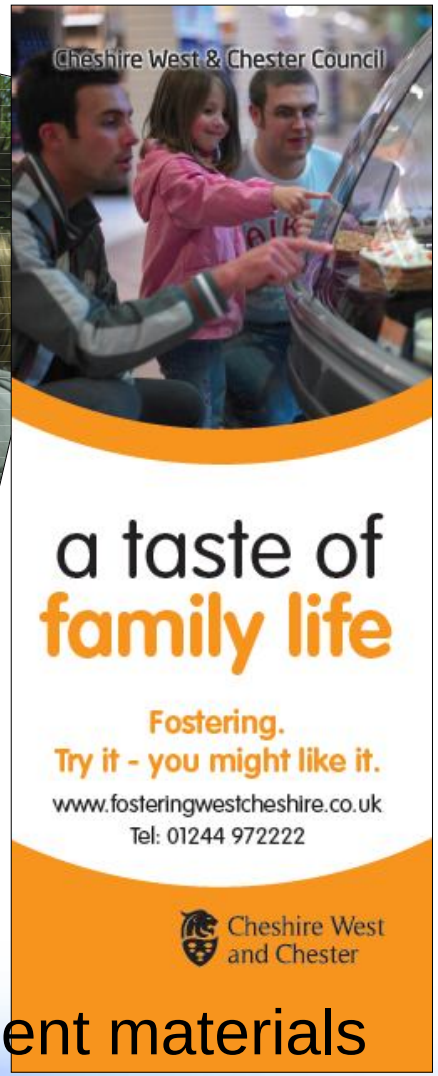
Hilltop communications
Cheshire West and Chester

Marketing activity

- Advertising campaign
  - Press (adverts and editorial)
  - Online (Google and Facebook)
  - Ambient (adshels)
  - Radio
- Dedicated website
- Introduction of information evenings

Hilltop communications
Cheshire West and Chester





Recruitment materials

cheshirewestandchester.gov.uk

Hilltop communications

Cheshire West and Chester

CELEBRATIONS

Hundreds on racecourse

Have you got what it takes to foster?

Advertisement feature

Q: I'm retired, can I foster?

A: Yes, you can. Find out more at www.fosteringwestcheshire.co.uk

10 facts you probably didn't know about fostering:

1. On any one day, over 53,000 children are currently in foster care in the UK
   Foster care provides them with a safe, secure and nurturing family environment, and allows them to keep in contact with their own families if they wish.
2. In the UK there is a shortfall of around 10,000 foster families
   Not having enough foster families means that children may be forced to change schools and move away from family and friends. The larger the pool of foster families, the more likely it is that a good match can be found, in term of location, culture, language, religion, background, lifestyle and even interests. It's about finding a foster home for a child that feels familiar to them, where they can feel comfortable whether they are there for two weeks, two months or two years.
3. Cheshire West and Chester Council has vacancies for over 40 foster carers
   We urgently need foster carers from all sorts of backgrounds to provide the children in our care with the security, stability and support they all need.
4. There is not one typical child who needs foster care
   From toddlers to teenagers, siblings and children with disabilities, the children that need fostering are as different as the foster carers who provide the support, guidance and care they all need.
5. You can foster if you're married or single, straight or gay or have children of your own or not
   Your marital status, sexuality or whether you have children is not an issue. However if you are in a couple then both of you need to be committed to the idea of foster care.
6. It doesn't matter whether you own your home or are renting
   But it is important that you have a spare bedroom.
7. Foster carers get paid an allowance to cover the costs of caring for a child
   Plus you will receive a fee which recognises your skills and experience. And this will increase as your experience grows.
8. There's lots of support and training available for foster carers
   We provide support and training to help you develop your skills and enable you to provide the best possible care.
9. Commitment, a positive attitude and realistic approach are the most important things you can bring to foster care
   Personal qualities like understanding, patience and a sense of humour are all vital components to being a foster carer.
10. That you could probably do it.
    Foster a child and you could make a huge difference to your life, their lives and their future.

Come to our information evening on 29 September to find out the answers to all your other questions about becoming a foster carer. For further details please call 01244 972222, quoting reference UPS09, or visit www.fosteringwestcheshire.co.uk

Editorial features

cheshirewestandchester.gov.uk

Hilltop communications

Cheshire West and Chester

New recruitment process

- Initial assessment earlier in process
- Agreed timescales for key stages
- Monitoring of applicants' progress
- Measurement tools

Hilltop communications
Cheshire West and Chester

Results

- 39% increase in enquiries
- 115% increase in requests to proceed
- 20 households approved
- Conversion rate increased to 7%
- Increased staff morale

Hilltop communications
Cheshire West and Chester

In summary

- Planned approach to marketing
- Increased engagement with potential candidates
- Robust recruitment process

Hilltop communications
Cheshire West and Chester