

ROTHERHAM BOROUGH COUNCIL – REPORT TO CORPORATE PARENTING PANEL
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1.	Meeting:	Corporate Parenting Panel
2.	Date:	22 September 2015
3.	Title:	Report on the new approach to foster care recruitment in Rotherham
4.	Directorate:	Children and Young People's Services

5. Summary

- 5.1 The Corporate Parenting Board will receive a presentation which outlines and shows the pattern of foster carer recruitment in recent years, it will further outline the present shortfall in the numbers of carers required to meet the needs of our Looked After Children.
- 5.2 The Board will be presented with the new marketing material that has been developed and the new approach to recruitment will be explained.
- 5.2 The Board will have opportunity to discuss the community campaign approach with officers and the foster carers who were involved in it.

6. Recommendations

- 6.1 The Board to receive the presentation
- 6.2 That Board supports the new online foster carer recruitment campaign by helping the video go viral
- 6.3 That the Board engage local members in target recruitment areas as outlined in the presentation
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7. Proposals and Details

- 7.1 The board will receive the presentation outlining the proposed marketing plan
- 7.2 The presentation will be received in conjunction with the draft placement sufficiency strategy which sets out our strategic approach to ensuring that we can provide the right kind of placements to meet the differing needs of all our looked after children. The strategy is essential for improving outcomes for looked after children.

8. Finance

- 8.1 Analysis conducted as part of developing the sufficiency strategy indicates that Rotherham spends more on looked after children placements than other Local Authorities this is because too high a proportion of children are in residential care and too high a proportion are in independent fostering because of a lack of internal foster placements.
- 8.2 The draft placement sufficiency strategy contains details of current expenditure and unit costs on placement for Looked After Children and outlines the potential for achieving a reduction in those costs. It is a major project within the Medium Term Financial strategy to reduce costs.

9. Risks and Uncertainties

- 9.1 The number of enquiries received from people interested in becoming foster carers or adopters for Rotherham has decreased during the recent negative publicity; the new publicity campaign will have to counter this.

10. Policy & Performance Agenda Implications

- 10.1 It is a statutory requirement under Section 22G of the Children Act 1989 for local authorities to secure, so far as reasonably practical, sufficient accommodation for looked after children in their local authority area in order to stay at the same school or near to other family where contact can easily take place. This is called 'the sufficiency duty'.
- 10.2 There are a number of 'requirements' set out in the new Ofsted inspection framework related to sufficiency of accommodation that local authorities have to meet in order to receive a judgement of good.

11. Background Papers and Consultation

- 11.1 Sufficiency Strategy 2015 - 2018

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