

HAMPSHIRE COUNTY COUNCIL

Report

Committee:	Corporate Parenting Board
Date:	5 October 2022
Title:	Fostering Hampshire Children Public Recruitment Campaign
Report From:	Director of Children's Services

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Purpose of this Report

1. The purpose of this report is to inform the Corporate Parenting Board about Children's Services campaign to find 150 new fostering households, for children in Hampshire by the end of 2023, and ask for the support of Corporate Parenting Board members.

Recommendation(s)

2. The Corporate Parenting Board to formally support and be champions for the Open Your Door campaign, to find 150 new fostering households for children in Hampshire by the end of 2023.
3. Corporate Parenting Board members help the Fostering Recruitment and Assessment Team access opportunities for engagement, with district councils and support local campaign activity with districts.

Executive Summary

4. This report seeks to inform the Corporate Parenting Board about Children's Services campaign, which launched on 22 August to find 150 new fostering households for children in Hampshire by the end of 2023. The report asks for the support of Corporate Parenting Board members by helping to provide opportunities for engagement, with district councils and support local campaign activity with districts.

Contextual information

5. To increase recruitment of new Foster Carers, which contributes to SP23 cost avoidance of £4.7m, a new approach to marketing and engagement is required. A campaign driven with a clear why in its messaging and built on a simple but impactful public target. A campaign of this nature is new to the foster sector and Hampshire but has been used effectively by Wiltshire and

the charity sector for fundraising.

6. The campaign's objectives are to: **1)** Increase the number of new Foster Carers by generating extra enquires. **2)** To highlight the need for Foster Carers in our community and the sense of urgency, we must give children stability in our community. **3)** To galvanise individuals from diverse backgrounds to consider fostering and celebrate their applicability to do so. **4)** To celebrate the reasons people become Foster Carers, for the benefit of foster children but also themselves and their communities.
7. The public goal of the campaign is Hampshire children need 150 new Foster Carer Households by the end of 2023.
8. The key messages of the campaign are: When every door is closing on a child... can you open yours? Every 12 hours another Hampshire child comes into care in need of a foster carer. In a local child's time of need, can you open your door and be their foster carer? #OpenYourDoor.
9. Tweaked and updated to reflect seasonal developments and the wider fostering sector. The campaign will have both a general approach engaging audiences from typical Hampshire backgrounds, with 'bursts' of engagement to smaller groups. Whether that is marginalised groups such as LGBTQ+ or ethnic minority backgrounds, particularly socio-demographic backgrounds based on MOSIAC insight, or smaller corporate communication campaigns based on geographical location (informed by single room occupancy or research as to particular foster carer potential).
10. At the launch, which was attended by Corporate Parenting Board members, Steve Crocker, OBE, Director of Children's Services, announced we already have 33 new fostering households towards our goal.
11. Find out more about the campaign on our website:
www.hants.gov.uk/openyourdoor

Finance

12. N/A

Performance

13. The recruitment of new Foster Carers supports SP23 cost avoidance of £4.7m.
14. A larger pool of foster carers will enable more suitable matching, leading to fewer placement breakdowns and better outcomes for children and young people.

Consultation and Equalities

15. The campaign was developed through consultation with foster carers, HCC staff and members of the public.
16. In forming the two partnerships based around faith and diversity with Home for Good and My Foster Family, an Equality Impact Assessment (EIA 256) was completed, and the project will have only a positive impact on groups with protected characteristics.

Climate Change Impact Assessment

17. Hampshire County Council utilises two decision-making tools, to assess the carbon emissions and resilience impacts of its projects and decisions. These tools provide a clear, robust, and transparent way of assessing how projects, policies and initiatives contribute, towards the County Council's climate change targets of being carbon neutral and resilient to the impacts of a 2°C temperature rise by 2050. This process ensures that climate change considerations are built into everything the Authority does.

Climate Change Adaptation and Mitigation.

18. The climate change adaptation tool was not applicable because the report relates to a programme and is strategic/administrative in nature.

Carbon Mitigation

19. The carbon mitigation tool was not applicable because the report relates to a programme and is strategic/administrative in nature.

Other Key Issues

20. N/A

Support requested from the Corporate Parenting Board members

21. Arrange and invite a member of the Fostering Hampshire Children team to speak at a local district council meeting about the campaign.
22. Share any opportunities within districts to promote the campaign to residents.
23. Consider holding a local campaign launch, supported by Fostering Hampshire Children, with your invited contacts/networks, within your area linked to the marketing activity focused on the area.

Conclusions

24. Continued support of a wide range of stakeholders, including the Corporate Parenting Board members, will be crucial to meeting the campaign goal of

150 new Foster Carer Households by the end of 2023, which supports SP23 cost avoidance of £4.7m.

25. We request the support of Corporate Parenting Board members to help the Fostering Recruitment and Assessment Team, access opportunities for engagement with district councils and support local campaign activity with districts.

REQUIRED CORPORATE AND LEGAL INFORMATION:

Links to the Strategic Plan

Hampshire maintains strong and sustainable economic growth and prosperity:	Yes
People in Hampshire live safe, healthy, and independent lives:	Yes
People in Hampshire enjoy a rich and diverse environment:	Yes
People in Hampshire enjoy being part of strong, inclusive communities:	Yes

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

Document

Location

None

EQUALITIES IMPACT ASSESSMENT:

1. Equality Duty

The County Council has a duty under Section 149 of the Equality Act 2010 ('the Act') to have due regard in the exercise of its functions to the need to:

- Eliminate discrimination, harassment and victimisation and any other conduct prohibited by or under the Act with regard to the protected characteristics as set out in section 4 of the Act (age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation);
- Advance equality of opportunity between persons who share a relevant protected characteristic within section 149(7) of the Act (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, sex and sexual orientation) and those who do not share it;
- Foster good relations between persons who share a relevant protected characteristic within section 149(7) of the Act (see above) and persons who do not share it.

Due regard in this context involves having due regard in particular to:

- The need to remove or minimise disadvantages suffered by persons sharing a relevant protected characteristic that are connected to that characteristic;
- Take steps to meet the needs of persons sharing a relevant protected characteristic that are different from the needs of persons who do not share it;
- Encourage persons sharing a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

2. Equalities Impact Assessment:

This campaign is considered low in relation to equalities impact due to not differentiating or segmenting based on protected characteristics.