



ROCHDALE
BOROUGH COUNCIL

Rochdale's approach to fostering marketing and recruitment

Tracey Johnson and Katie Gee

Setting the scene

Inherited Net Natives

Fostering Front Door

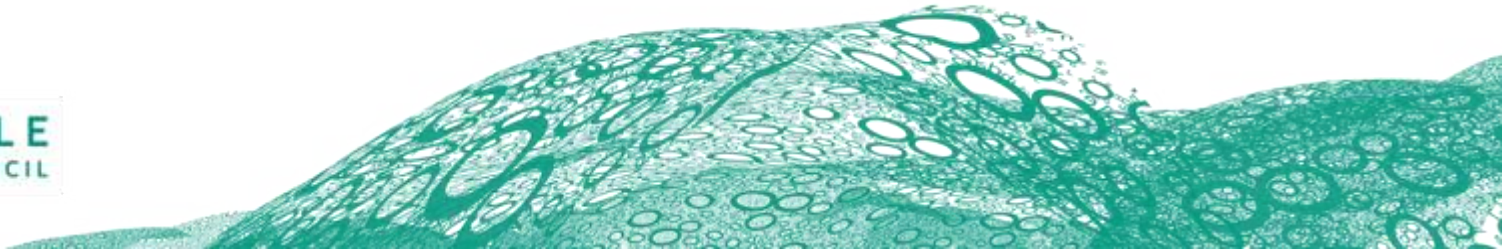
You Can Foster

2017 – 2018

319 enquires

3 approvals

3 people in assessment



So how did we get to...

- 2018-2019
- Enquiries - 346
- **Approved – 13**



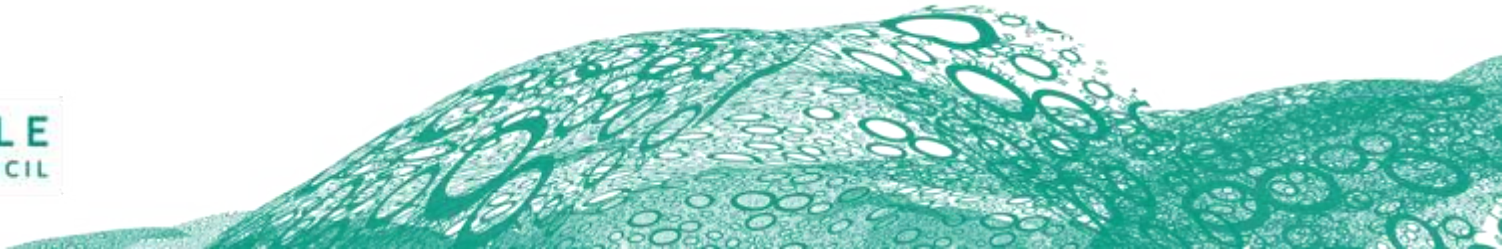
- 2019 – 2020
- Enquiries -311
- **Approved – 15**



- 2020 – 2021
- Enquiries 269
- **Approved 16**

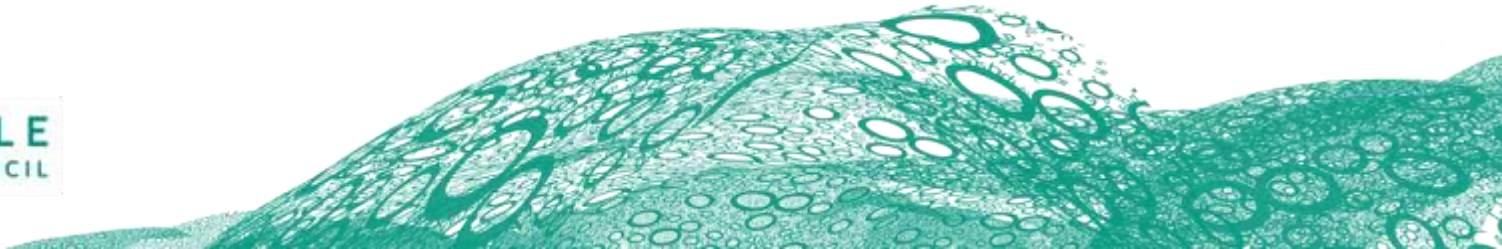


- 2021 – 2022
- Enquiries - 237
- **Approved -20**



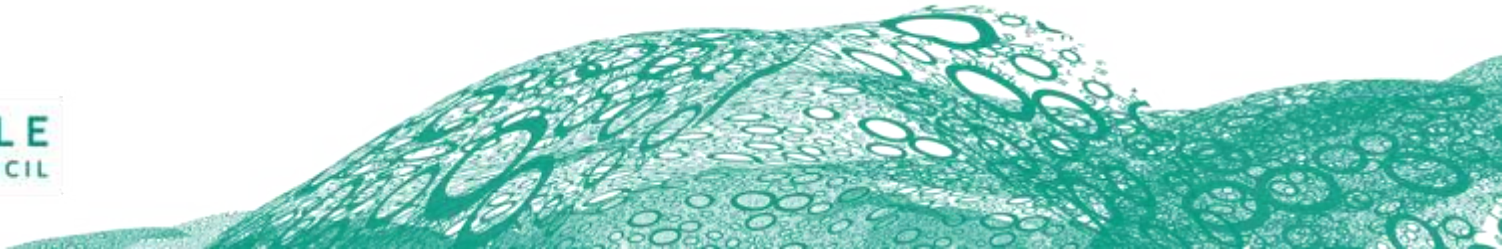
Change of process – where we started

- Initial contact
- Information sessions
- Initial visit
- Prep training
- Invite to apply



Current process - relational

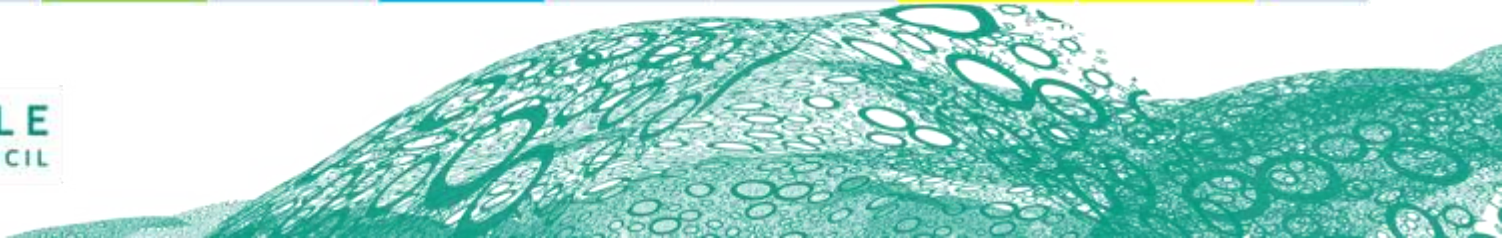
- Initial contact
- Initial visit
- Invite to apply
- Prep training in stage one



Developed relational pathway

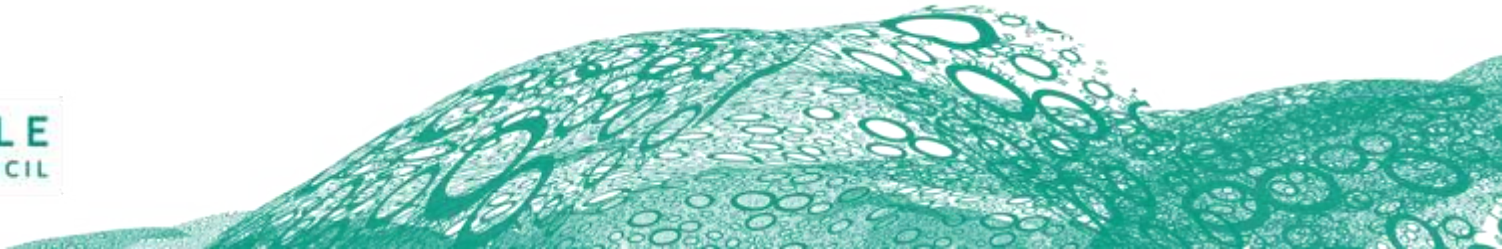
- Attachment to service
- Feelings of safety and trust
- Authenticity

Pre-Approval						Post-Approval			
Activity	Enquiry	Initial Visit	Stat checks	Prep training	Assessment / Panel	Supervising social worker - first 12 months	New carer support group	Secure base training – 5 sessions	F/C Buddy / Mentor
Primary Worker	Recruitment Officer	Recruitment Officer	Recruitment Officer	Recruitment Officer	Assessing S/W	Assessing S/W	Advanced Practitioner	Advanced Practitioner	Foster carer
Second worker		Foster carer		Assessing S/W's session each			Recruitment Officer	Recruitment Officer	



No ideas were off limits...

- Stopped ineffective things like google ad words – people will search the topic, accept it – be everywhere
- Daily social media sharing pictures, videos and stories – newsjacking
- Delivered cake
- Engaged more and more carers – looked like we had a community
- Leaflet drop to 2,000 properties in various places across the borough
- Billboard advertising across borough
- Magazine adverts
- Large ad board in key junctions (council owned)
- Facebook and Instagram advertising
- Sky ads
- Cinema advertising
- Parking payment ticket ads
- Special event for carers (M6 / Dippy / Gaia) – made carers feel special and appreciated
- Regular PR and case studies
- Retention events
- More cake
- **“You can’t move in Rochdale without seeing your fostering adverts”**



To Sandra & Peter

If it wasn't for the two of you I don't know where I would be now. I love the both of you and I am so happy that I came to live with both of you and I would not change that for the world. I want to thank both of you for helping me change into a mature young lady. I will always appreciate your love. I am so proud to call you both my mum & dad. I will always love you both and I also want to thank you for always being there for me when I need you. I will be forever grateful to both of you for helping me through my journey of my foster life. I can't believe it has been 5 years that I have been with both of you. As you said I want to say thank you for helping me grow into a mature young lady. I love the both of you and even if I do move out when I reach 21 I will always be here for you just like you are for me.

Thank you very much.

Lets of love
Amy

X xxx X
X xx
X xx
X xx
X xx
X xx
X xx
X xx
X xx
X xx

GIVE CHILDHOOD A CHANCE

Five years ago today our life changed for the better. We were excited and nervous all at the same time so goodness knows how he was feeling!

During the last 5 years we've made some amazing memories together as a family. He is a brilliant brother, so kind to the other children and young people who have come and gone, but most importantly, he's stuck with us through thick and thin. He makes us so very, very proud through his hard work and his achievements and we can honestly say he's made us the people we are today. Thank you for being you, for making our family complete and for loving us as much as we love you ♥♥♥♥♥

Lauren and Danny have fostered with us since 2012



Foster with  **ROCHDALE**
BOROUGH COUNCIL



 **Yvette Stanley**  @YvetteStanley18 · May 18

Replying to @RochdaleCouncil @ADCStweets and 5 others

Absolutely lovely! Would write more but have something in my eye...💜💚

👉 #Fostering #FCF20 #KindnessMatters

 **Rochdale Borough Council** 
@RochdaleCouncil

We're in awe of our foster carers, they're lovely people who've stepped forward to do an amazing thing for their community♥

If you're interested in fostering speak to us

We're not for profit & we've a range of support packages

rochdale.gov.uk/FosterForRochd...

foster@rochdale.gov.uk



9:27 AM · May 21, 2022



FOSTERING DIARIES

"We've gone straight into fostering older children and it's a wonderful experience. **Our home is full of love, fun and a little bit of chaos; which we think is the perfect mix.**"



ROCHDALE BOROUGH COUNCIL

Rochdale Borough Council @RochdaleCouncil - Aug 23, 2022
We've had a lovely day at @Touchstones with our fostering families. Council leader Neil Emmott & cabinet member for children's services Cllr @Rach31M went along, chatted to foster carers & loved this artwork young people had created. We're working up plans to get it on display 🌈

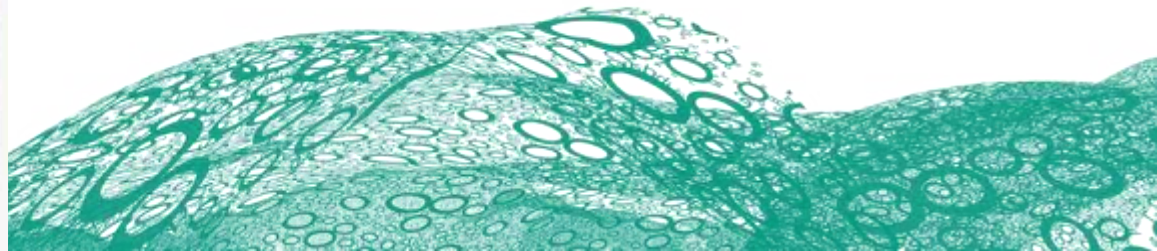


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Rochdale Borough Council
@RochdaleCouncil

We recently held our first ever camping weekend with our fostering families 🏕️
Over 100 adults & children joined us to enjoy the variety of fun activities we put on, from cave exploration to making tie-dye shirts and wall climbing to learning bushcraft.
rochdale.gov.uk/news/article/1...



Style

- Always positive in imagery and tone – got to the point where our whole campaign only used images of real carers
- Share real experience and events – often not evening with the CTA to fostering in directly we just talked about how amazing our carers were, how we appreciate them
- Professional comms is key

