

County Councillor Lee Bridgeman  
Chairperson  
Children and Young People Scrutiny Committee  
County Hall  
Cardiff  
CF10 4UW

Dear Councillor Bridgeman

### **Vale, Valleys & Cardiff Adoption Collaborative ( VVC) Annual Report 2017-18**

I refer to your letter dated 12 December 2018, following the presentation of VVC's Annual Report to your Scrutiny Committee. I understand that your Committee has requested some additional information in respect of the following areas:

I will address these as follows:

- 1. The reason for the footprint of the Vale, Valleys & Cardiff region.*

From the enquiries I have made, I understand that this was the footprint that local government members agreed at the time as part of the establishment of the National Adoption Service (NAS). The regional areas which make up the five regional Collaboratives are now prescribed in Schedule 1 of the Adoption and Children Act 2002 (Joint Adoption Arrangements) (Wales) Directions 2015, thus ensuring that our current footprint is set in regulation.

- 2. The profile of adopter enquiries, to help identify hard to reach groups.*

Our Marketing Officer is now beginning to collate enquires by geographical area and is beginning to build up some data in respect of their demographic. The information enclosed provides a summary of this work during the last quarter of 2018. This information will be used to inform our Marketing Plan.

- 3. Further details of the work the Marketing Co- Ordinator will be undertaking together with future plans after the end of the fixed term appointment.*

#### **Vale, Valleys and Cardiff Adoption**

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[www.adopt4vvc.co.uk](http://www.adopt4vvc.co.uk)

**Correspondence is welcomed in Welsh or English/Croesawir Gohebiaeth yn y Gymraeg neu yn Saesneg**

The Marketing Co-ordinator was appointed in August 2018 on a two year fixed term basis. This is a new role for the service and is currently unique in Wales. The need to develop a marketing approach to the recruitment of adopters has been acknowledged as a priority by NAS. NAS have developed a national working group to drive forward this approach nationally and regionally and VVC's Marketing Officer therefore represents VVC on this group. She is also working closely with Cowshed, a marketing company commissioned by NAS to assist regions in developing their Marketing Plans.

The initial focus of the role has been to develop a professional, consistent and timely response to enquiries so these are followed up promptly after a week and then after a month if no further response is received from the enquirer. The Marketing Co-Ordinator attends initial visits with Social Workers, Information Evenings and also part of the mandatory training to enable prospective applicants to have a consistent link with the service. She has updated VVC's website, our information packs and develop links with local authority Comms Departments. An initial Marketing Plan has been drawn up which focuses upon raising the profile of the service via attendance at specific events, direct advertising, continuing to update the website to make it more accessible, seeking positive adopter stories and sharing these via NAS social media channels.

The work undertaken by the Marketing Co-Ordinator and effectiveness of the role in increasing adopter applications will be monitored closely and progress reports will be provided to VVC Management Board to determine whether the role will be made permanent at the end of the fixed term period.

I trust this addresses the points you have raised in addition to my attendance at Committee.

Yours Sincerely



Angela Harris  
Regional Adoption Manager

**Vale, Valleys and Cardiff Adoption**

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