

**maethu  
cymru**

**foster  
wales**

# **OUR STORY**

**Working together to build better futures for local children.**

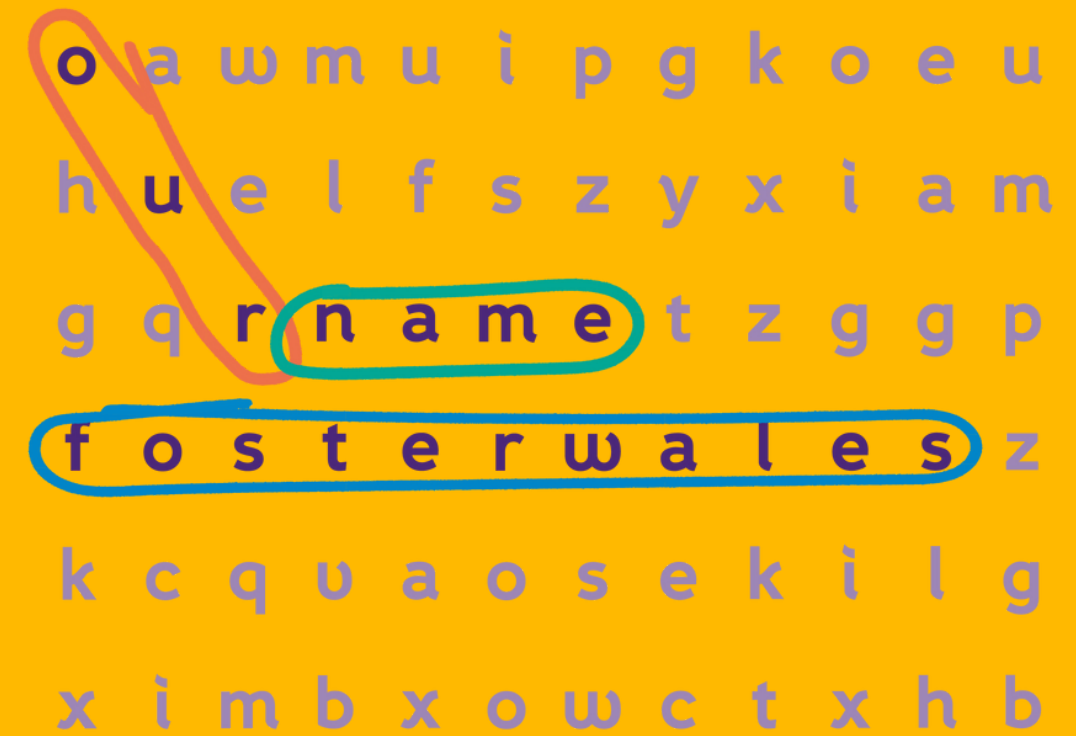
# THE NATIONAL FOSTERING FRAMEWORK

- The National Fostering Framework was established as part of a work programme, led by the Ministerial Advisory Group. The group aims to improve outcomes for looked after children and young people, and the people and families who care for them.
- This programme identified the need for a national framework for Local Authority fostering services. A collaboration of fostering professionals from across Wales who share a common purpose to meet the evolving needs of foster children and the people who foster them. This is the National Fostering Framework.
- The National Fostering Framework (NFF) leads many workstreams across Wales to achieve its goals, one of which was to Develop an **All Wales Brand for Local Authority Fostering**. The NFF commissioned communications consultancy Narrative Edge to work with key stakeholders to deliver that workstream.
- Between August 2018 and August 2019 Narrative Edge worked with a nominated and empowered working group representing Local Authority fostering services across Wales to co-create a brand proposition for Local Authority Fostering, that will support the recruitment and retention of more foster carers for the 22 Local Authorities across Wales. That brand has now been completed and approved and launched July 2021!



# BRIEF INTRODUCTION

- Local Authority Fostering is facing a recruitment challenge; put simply, there are more children in need of foster placements than there are registered carers.
- It is estimated that across Wales we need to recruit 550 new foster carers and families every year to keep up with the increase in numbers of children who need that care and support, whilst also replacing carers who retire or don't take on a new placement.
- Local Authority Fostering Teams across Wales have decided to take action, to significantly increase the number and range of foster carers recruited directly to Local Authorities. This requires Local Authority fostering and recruitment teams across Wales to think bigger, to combine our efforts and expertise to create a significant national impact on awareness that fostering is an option, and that fostering with your Local Authority is the best option.
- By working in this way, we will create an integrated approach on a bigger scale to make a national impact across Wales, without losing the advantages of our specific local expertise and community roles.
- This new collaboration is called **foster wales**.



# UNDERSTANDING THE BRAND

**WHY**

## Our Purpose

As a Not-for-Profit organisation responsible for the children in our care, Foster Wales believes in working as a team with Foster Carers to build better futures for local children by helping them stay in the local area when it is right for them. It keeps them connected, builds stability and confidence.

**HOW**

## Our Method

By encouraging people across Wales to make a difference in their local community and become Foster Carers with their Local Authority, we can find the best matched homes and family environment for each child, building better futures for children and the families who Foster them.

**WHAT**

## Our Product or Service

FOSTER WALES: Local Authority Fostering for children in your community across Wales.

# FOSTER WALES VALUES



## DEDICATED

We've been doing this for years, we're in it for the long-term, and we'll be beside you every step of the way.



## POWERFUL

This all means that we stand for something and, when combined with our values, creates a role in society for Foster Wales that is both traditional and progressive.



## SURPRISING

We're not here to sustain a picture of anguish and despair. While remaining transparent and authentic, we're here to blow the conversation open and reflect the energy, diversity and delight that comes from Fostering.



## FORWARD-LOOKING

We have a heritage, and we have traditional values. But rather than focusing on the past and the issues that got us and the child to this point, we turn the page and work with Foster carers to write the next chapter and build a better future.



## REAL

More than anything we care! We care about the children under our responsibility, and the foster carers who look after them. We are friendly people with expertise and empathy, able to provide guidance and comfort in equal measure.

# IN ACTION

SOME VISUAL IDEAS OF HOW FOSTER WALES MAY COME TO LIFE



## LOCAL IMAGERY

Using our own photographs of real people in the real local community. Not landmarks or tourist attractions but the streets residents recognise and live in.



## SIMPLE CREATIVES

Use of hands to show togetherness, and the rings of care, the child, the foster family and the community working together.

# FOSTER WALES CARDIFF

## BECOMING FOSTER WALES

We need to embed the principles of the Brand across all areas of practise in the Fostering team and wider service, embracing the Values, competing with the private sector in all areas of support and customer service with both prospective foster carers and our existing ones.

## CREATING COMMUNITY AMBASSADORS

Use our network within the local authority to trickle out this message. Make it clear to all staff and stakeholders, the need for Foster Wales families within Cardiff. Help to build the conversation in our own communities.

## SENDING A PUBLIC MESSAGE

The use of local PR, local stories to send the Foster Wales messages to our community. Including the message we send to all our Foster Families.

## DELIVERING THE NATIONAL CAMPAIGN

Working with Vale of Glamorgan and the other regions across Wales to ensure we deliver the national campaign on a local level, including social media responses, events and PR.



# FOSTER WALES CARDIFF

## INCREASING THE NUMBER OF NEW FOSTER CARER APPROVALS

We are already making huge improvements but we have years of deficit to build. Foster Wales should see enquiries to grow exponentially.

## ENABLE US A BETTER CHOICE OF FOSTER HOME AND ULTIMATELY BETTER MATCHING

This will take time, but ultimately to allow us choice when placing a child. Not placing out of necessity but knowing that foster family is best place to meet the needs of that child.

## INCREASE THE DIVERSITY AND ABILITIES OF OUR FOSTER FAMILIES

Foster Wales will enable us to reach new audiences, dispel myths and encourage carers from different professions, age groups and cultures.

## IMPROVE THE RETENTION OF ALL OUR FOSTER FAMILIES

By giving us more choice, we can avoid adding pressure to carers in emergencies and allow for more flexibility with respite and general support from other carers.

Along with using the national platform to recognise the incredible work our Foster carers do.





# OUR 6 WEEK CAMPAIGN- SEPTEMBER 20TH

## NATIONAL TV AD

6 weeks running Adverts across major channels in both english and welsh. Following a teenage boy making his way home to the warmth of his foster family. Focusing on the message of warm homes across Wales opening up to support local children and young people. A similar radio advert will run alongside for the 6 weeks.

## PUBLIC INSTALATION

Instalation outside the senedd of 22 front doors in Foster Wales branding, to boost publicity of the message coming through the TV advert and national radio advertisement.

## ONLINE AND SOCIAL MEDIA PRESENCE

Press releases will be localised and sold in conjunction with the first viewing of the TV AD and the front doors displays. Along with paid social media and other online advertisement with regular new social media content on new national pages.

maethu  
cymru

foster  
wales

