



Kinship Care / Fostering Project/ Fostering National Framework and Regional Plan CYPSC



Gweithio dros Gaerdydd, gweithio gyda'n gilydd
Working for Cardiff, working together



Progress to Date – Fostering Project Lead from January

- Reviewed ‘Cardiff Offer’
- Increase in fee element of payment
- Raised allowance elements to at least national minimum rates
- 54 weekly payments per year
- Payments for birthdays, holidays and religious holidays
- Introduced performance monitoring

The screenshot displays the Cardiff Council Cares website, specifically the 'Fostering in Cardiff' page. The page features a navigation menu at the top with options like 'What is Fostering?', 'Careers', 'Needs Assessment', 'Fostering roles', 'Our Care', 'Facts', and 'Contact Us'. The main content area is divided into several sections: 'Welcome to the home of Fostering in Cardiff!', 'Already fostering?', 'Cardiff needs foster carers!', and 'Fostering Payments and Support'. The 'Fostering Payments and Support' section lists benefits such as weekly payments, additional allowances, and support and training. Below the main content, there are several smaller sections providing additional information, including a note about fostering for long-term care and a list of services provided to foster carers.



Progress to Date – Recruitment

- Introduction of significant online activity
- Review of website in progress
- Social media campaign with paid ads on Facebook & Google, plus regular features on Councils Facebook & Twitter pages
- Commitment from PSB to promote via their online platforms
- Registered Social Landlords promoting via online platforms
- Banners in Parks throughout the City
- Fostering Referrals from HUBS & Into Work Services
- Adverts in Tenants Times and UHB magazine



Progress to Date – Recruitment Continued

- Briefing for Councillors to share online
- Attendance at events throughout the City i.e. Cardiff Castle, IKEA & Community Events
- Developed links with Pride UK, commitment to share info via online platforms, attendance at PRIDE event
- Supported by Corporate Comms Officer

Impact

- **28 new in house applications in progress**
- **Approved 7 new in house foster cares since January 2019**
- **Further 6 new in house foster carers due at Panel before Christmas**



Progress to Date – External Dependencies

- Developing relationships with 4Cs & IFAs
- Sharing our future vision – local placements
- Forecasting future IFA vacancies within the City to maximise local placements

Marketing Activity

Outreach in Month

*Will include regional and national marketing once it commences

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	YTD
Number of Outreach Events	6	0	2	3									11

Location	Date	Event	Number of Peoples Details Taken
1. Central Library jobs fair	10 th April	Central Library	0
2. Churches in and around Cardiff	17 th April	Home for good and Festivals/Foster center stories	0
3. Powerhouse [Link to Powerhouse Hub]	24 th April	[Link to Powerhouse Hub]	0
4.			
5.			
6.			

Online Marketing	Impact
Social media posts	758k Impressions (75.1k twitter / 7.5k Facebook) 2 clicks to website via Facebook / 28 clicks to website via Twitter

	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	YTD
Client Not Suitable	0	0	0	0	0	0	0	0	0	0	0	0	0
Proposed Unavailable	0	0	0	0	0	0	0	0	0	0	0	0	0
No Client Contact	0	0	0	0	0	0	0	0	0	0	0	0	0
Change to Circumstances	0	0	0	0	0	0	0	0	0	0	0	0	0
Withdrawing Offer/Not Gate	0	0	0	0	0	0	0	0	0	0	0	0	0
Pending Interview/Interview	0	0	0	0	0	0	0	0	0	0	0	0	0
Progress to Full Assessment	0	0	0	0	0	0	0	0	0	0	0	0	0

Available External Candidates	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	YTD
Staff	0	0	0	0	0	0	0	0	0	0	0	0	0
Professional/Trade/Agency	0	0	0	0	0	0	0	0	0	0	0	0	0
Recommendation	0	0	0	0	0	0	0	0	0	0	0	0	0
Self-referrals	0	0	0	0	0	0	0	0	0	0	0	0	0



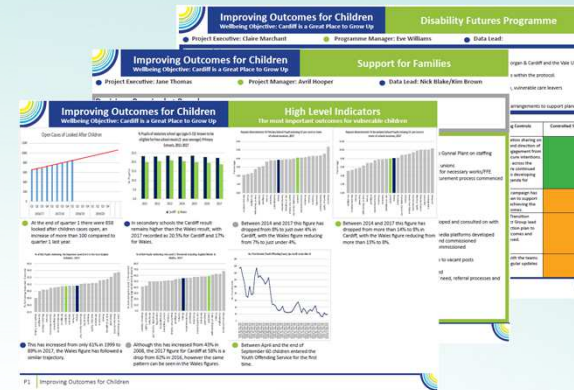
Progress to Date – National & Regional

- Regional Development Manager for Cardiff & Vale, National Fostering Framework
- Developing regional relationships
- Introduction of National Marketing meetings
- Work stream to harmonise Fees and Allowances
- Regional launch of National Learning & Development Framework in November
- Launch of the National brand Foster Wales in May 2020 (subject to funding from WAG)



Issues

- Capacity of team to deal with
 - Number of new applications
 - Increase in number of Kinship Carers
 - Launch of National Foster Wales brand
- No quick fix, approx. 8 months from application to foster care placement



Next Steps

- Restructure of the service
- Digitalisation
 1. Laptops/Online inputting of daily diary and on-going engagement with foster carers
 2. Transfer onto Carefirst
 3. Move from APPS to Care Finance
- Provision of Therapeutic Support to prevent placement breakdown
- Provision of 24 hour support (lower level than EDT) from existing 24 hour services
- Reviewing the skills to foster training to ensure it is more responsive to the demand



Next Steps

- Improved engagement with in house foster carers as part of service retention
- Proactive recruitment to improve diversity of in house carers
- Media campaign for When I'm Ready & Supported Lodgings
- Explore regional opportunities
- Consider other corporate opportunities to support our Foster Care offer

