

**BRIDGEND COUNTY BOROUGH COUNCIL**

**REPORT TO CORPORATE PARENTING CABINET COMMITTEE**

**26 July 2011**

**REPORT OF THE ASSISTANT CHIEF EXECUTIVE**

**BRIDGEND FOSTER CARE: AN OVERVIEW OF MARKETING & COMMUNICATIONS**

**1. Purpose of Report.**

- 1.1 To provide members with a presentation and an update on the marketing and communications activities carried out in support of Bridgend Foster Care.

**2. Connection to Corporate Improvement Objectives/Other Corporate Priorities**

- 2.1 The key corporate aims and priorities identified in the Corporate Plan 2010-2013, as well as the Service and Department plans of Children's Service have been embodied in the Bridgend Foster Care marketing plan.

Each year, the dedicated marketing plan and any strategies for Bridgend Foster Care are reviewed and developed in line with the corporate priorities.

**3. Background.**

- 3.1 Bridgend Foster Care has had dedicated marketing support for a number of years. Since 2008 this has been provided by Corporate Marketing. The current Corporate Marketing Officer works closely with the service on all aspects of marketing and communication and occasional support for recruitment activities. The Recruitment Officer and Marketing Officer are working together to raise the profile of local authority fostering, and to encourage more people to come forward with positive enquiries.

**4. Current situation / Proposal.**

- 4.1 There continues to be a shortage of foster carers in Bridgend County Borough, due to the number of looked after children within the authority's care. It is recognised that marketing is a key element in the strategy to address this issue. As such, many different promotion methods are being used to attract the right people to the service. Where possible, activities are being monitored and reviewed to assess the effectiveness.

A marketing strategy is in place which details all activity for the year 2011/12 and this is the subject of the accompanying presentation.

**5. Effect upon Policy Framework & Procedure Rules.**

- 5.1 There are no effects upon the policy framework and procedure rules.

**6. Equality Impact Assessment**

- 6.1 There are no equality implications attached to the report.

**7. Financial Implications.**

7.1 There are no specific financial implications, however a budget is allocated specifically for marketing activities which support Bridgend Foster Care.

**8. Recommendation.**

8.1 The Corporate Parenting Cabinet Committee notes the presentation and accompanying report.

**David Macgregor**  
**Assistant Chief Executive**  
**19 July 2011**

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**Background Documents**

**None**