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DATE: 31 October 2023

BROMLEY ECONOMIC PARTNERSHIP

Meeting to be held on Tuesday 7 November 2023

Please see attached additional information in relation to the following agenda items:

- 5 FOSTER CARERS RECRUITMENT (Pages 1 - 18)**

- 7 UKSPF UPDATE – BROMLEY BUSINESS ADVISORS PROGRAMME (Pages 19 - 40)**

Copies of the documents referred to above can be obtained from
<http://cds.bromley.gov.uk/>

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London Borough of Bromley Fostering Recruitment Team

YOU Can Foster With Bromley - Start Something Amazing Today!



Hello, and thank you for your time today

- ▶ We are the Permanency Service for the London Borough of Bromley. We recruit foster carers for Bromley's vulnerable children.

We are:

- ▶ Wenifred Marshall- Head of Service for Permanency, Children, Education, and Families
- ▶ Thomas Kpaamah, Group Manager, Permanency Service
- ▶ Godwin Munzara, Team Manager, Permanency Service

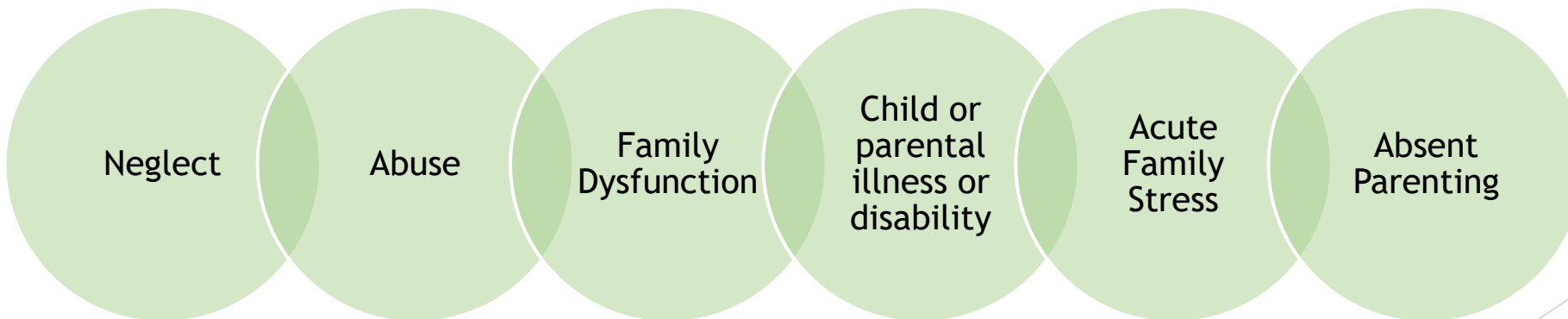
Every 20 minutes another child comes into care needing a foster family in the UK. And every day there are about 70,000 children living with 56,000 foster families.

The Fostering Network

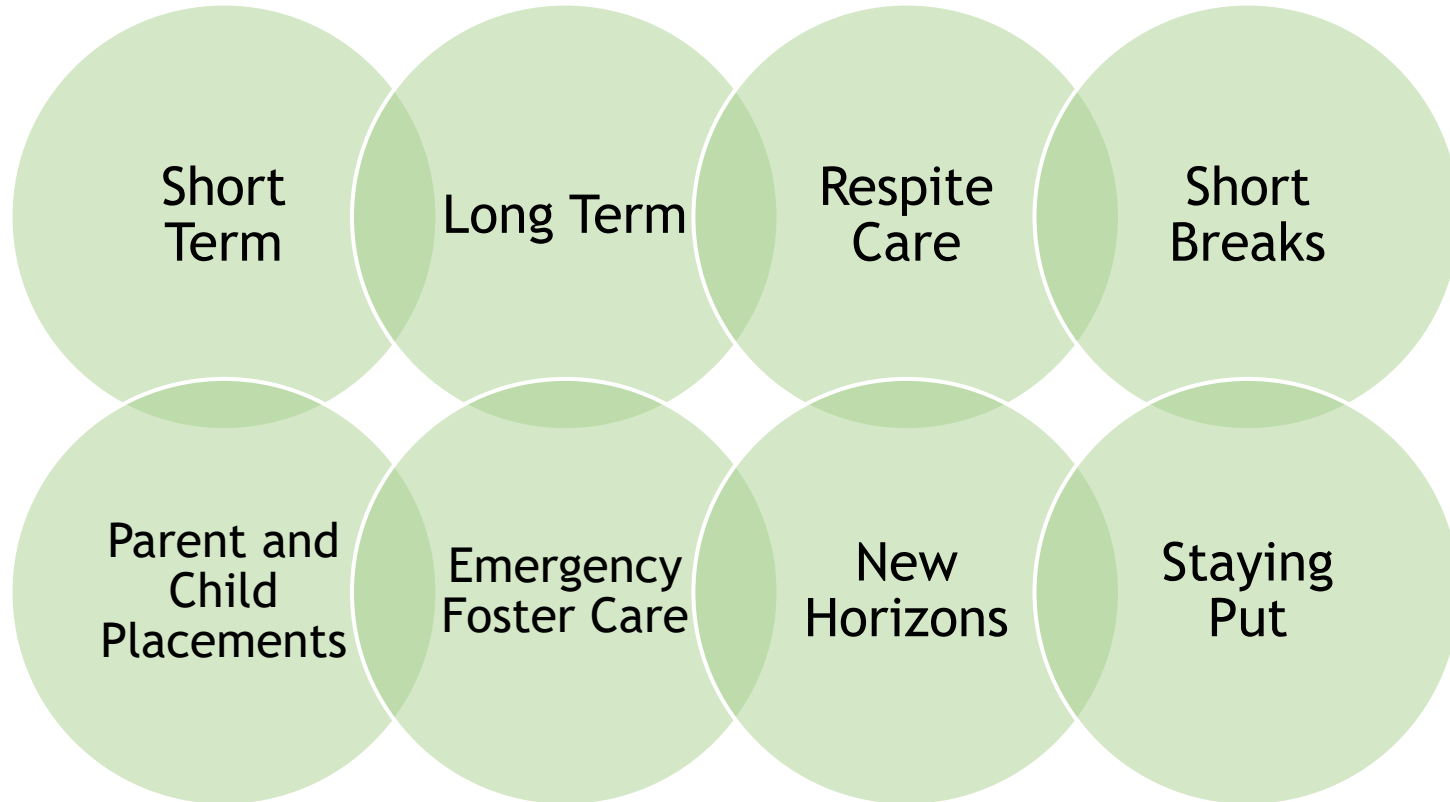
Bromley currently has over 340 children in care, and sadly we expect to see this number increase over the coming months and years due to the cost-of-living crisis.

What is fostering and why do children come into care?

- Fostering is looking after babies, children or young people who can no longer live with their parents or other relatives.
- Fostering provides a safe and nurturing family environment where they can thrive
- Alongside their day-to-day parenting role, foster parents have a critical role in the development of key life skills, confidence and improved academic performance.



Types Of Foster Care



How does fostering change a child's life?

Foster care can:

Provide a
child
stability
and
security

Show a
child love

Help a
child
experience
family

Support a
child to
succeed in
school

Help to
develop
their self-
esteem
and self-
belief

What do potential carers need to be a foster carer?

To be over 21 years of age

To have a spare bedroom

To be a foster carer
you will need:

To have a passion for children

To have a passion for helping and
improving the lives of others

Why Foster With Bromley?

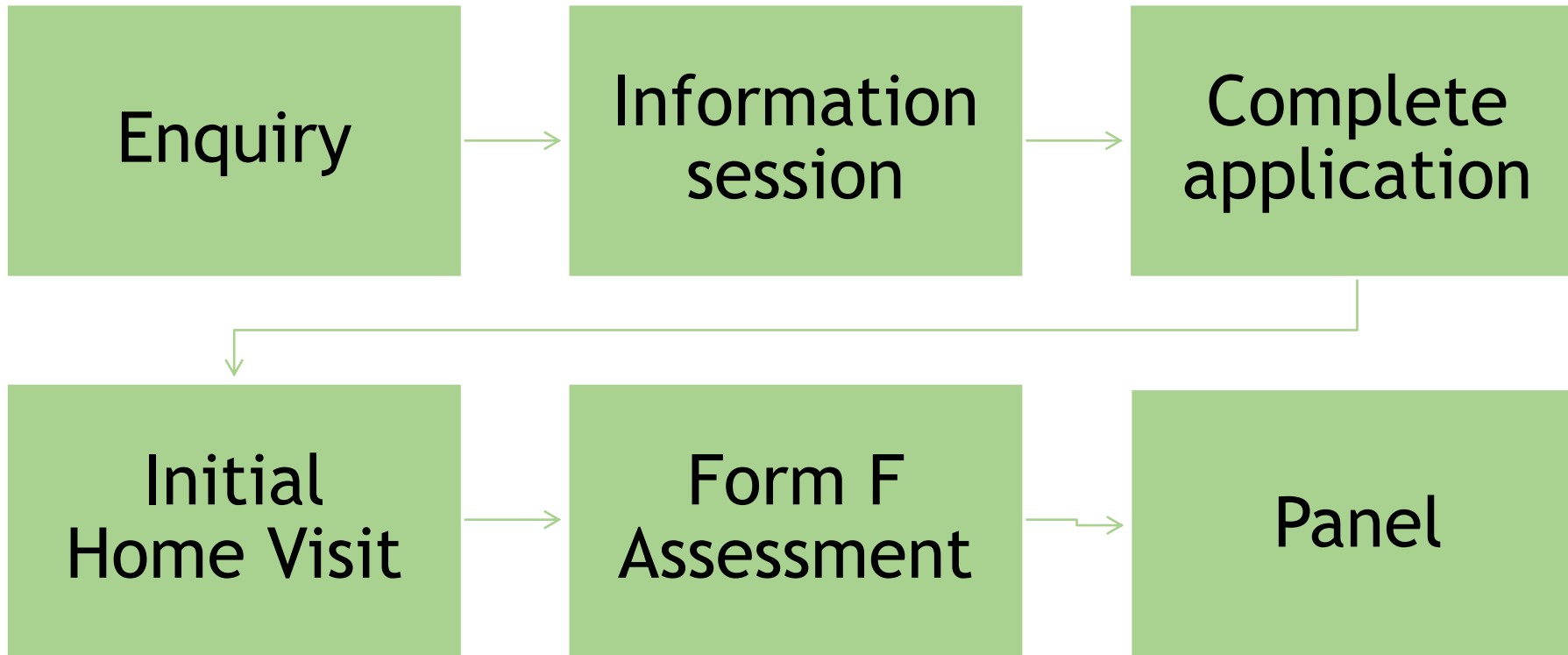
Bromley really value its foster carers and we are pleased to say that a number have remained with us for over 20 years. We offer:

- ▶ Competitive rates of pay
- ▶ Additional pay for children's birthdays, religious festivals, holidays
- ▶ Ongoing support
- ▶ Regular support groups - online and face-to-face
- ▶ Training and development
- ▶ Community
- ▶ Events for children and foster carers throughout the year
- ▶ A referral scheme

The foster carer assessment process

Potential foster carers spend on average 18 months of seriously considering fostering before they make an enquiry.

It takes on average 4-6 months to become an approved foster carer



Recruiting foster carers

80

We currently have **80** fantastic fostering families

20

We are working to recruit 20 fostering households this financial year, to join them in providing stability and support for our children

118

This financial year we have received **117** enquiries

09

There are **9** applicants in assessment

07

There are **7** newly approved households

6%

The national average conversion rate of enquiries to approvals

Recruiting foster carers

Foster carer recruitment takes a funnel approach where we aim to generate multiple enquiries which filter down to quality applications. There are a several reasons why enquiries drop off, below are the most common:

People do not have a spare bedroom

People learn more about fostering and determine its not suitable for them or their family at that time

Enquiries do not proceed to assessment because:

People may not feel ready to proceed further

People do not have the time and flexibility that fostering requires

What are we doing to recruit foster carers?

- ▶ Targeted marketing - focusing on the areas of need such as advertising for foster carers for teenagers
- ▶ Digital marketing - social media, paid advertising, reviewing web pages
- ▶ Print advertising - local and niche publications such as Metropolitan Life
- ▶ Coworking with other local authorities in consortiums
- ▶ Outreach - public and partner organisations, talks, attending events, networking
- ▶ Information sharing - sharing promotional materials such as leaflets, posters and newsletter items with other council departments and partner organisations
- ▶ Promoting out internal referral scheme

Targeted Approach

Our data and day to day experience show us that we are in need of recruiting :

- ▶ Parent and child foster carers
- ▶ Foster carers for primary age children
- ▶ Foster carers for teens
- ▶ Foster carers sibling groups
- ▶ Foster carers from black and ethnic minority groups

How could you help Bromley to recruit its new foster carers

Your support in our recruitment would be very much appreciated. We kindly ask you allow us to:

- ▶ To enable us to attend any events or outreach opportunities where we can promote fostering
- ▶ To enable us to share our fostering information with your staff
- ▶ To share our fostering information with your customer base and audience in your newsletters, website and social media
- ▶ To become a foster friendly organisation, enabling more potential foster carers in Bromley to work and foster

What do our Bromley foster carers say?

- ▶ “ I wanted to start fostering to make a difference to a child’s life, what I didn’t realise is how much of a difference it would make to my life! Best decision I ever made!” **Carol**
- ▶ “Fostering has changed and enhanced all of our lives as a family. It has given our children a true insight into other people’s challenges; it is really satisfying to see the children smiling. Our children enjoy being a foster family and find it an enriching experience. Some children that have left us still come for Christmas and birthdays, and even on holidays!
Don’t let anyone put you off, don’t follow the misconceptions, take that leap and you will be truly rewarded” **Trinh**

Childhood – A journey from neglect to thriving with foster care support

- ▶ Bromley Council's Fostering Team present 'Childhood' - a short film highlighting the impact of child neglect and the important role that fostering can have in the lives of vulnerable children.
- ▶ Follow the journey of 'Sophie' and 'Charlie' whose needs are sadly not being met at home, to becoming nurtured and supported through foster care. Watch their story to see how with the right support, children can flourish and thrive.



Click the image

YOU can foster with Bromley

Start something amazing today



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Supporting Bromley Business Growth Goldsmiths, University of London

Anthony Crowther
Research & Knowledge Exchange

Goldsmiths
UNIVERSITY OF LONDON



About Us

- We are an arts, humanities and social sciences university based in New Cross in the London Borough of Lewisham, which delivers taught degree programmes at undergraduate and postgraduate level, and world-leading research.
- In recent years we have honed an approach for successfully delivering business start-up and growth programmes, combining our academic and student expertise with astute cultural sensitivity and a deep understanding of the geographic areas we work in.



Our team

- Our business engagement work forms part of [Goldsmiths' mission to share our research and expertise with the wider world.](#)
- Responsibility for the delivery and management of business support programmes sits within the Research & Knowledge Exchange (RKE) department at Goldsmiths.
- We have a track record of delivering impactful programmes for businesses at every stage of their growth journey.



Strategic Context

Our Research and Knowledge Exchange Strategy underpins a new institutional strategy, with the aim of enabling excellent research and knowledge exchange to have a sustainable future at Goldsmiths, focused on:

- developing excellent and impactful research, new knowledge and innovation through collaboration and co-production with partners
- providing expertise and solutions to industry, business, policymakers, and communities
- enhancing our contributions to cultural, social and economic well-being
- identifying opportunities for students to engage in these activities.



Supporting SMEs

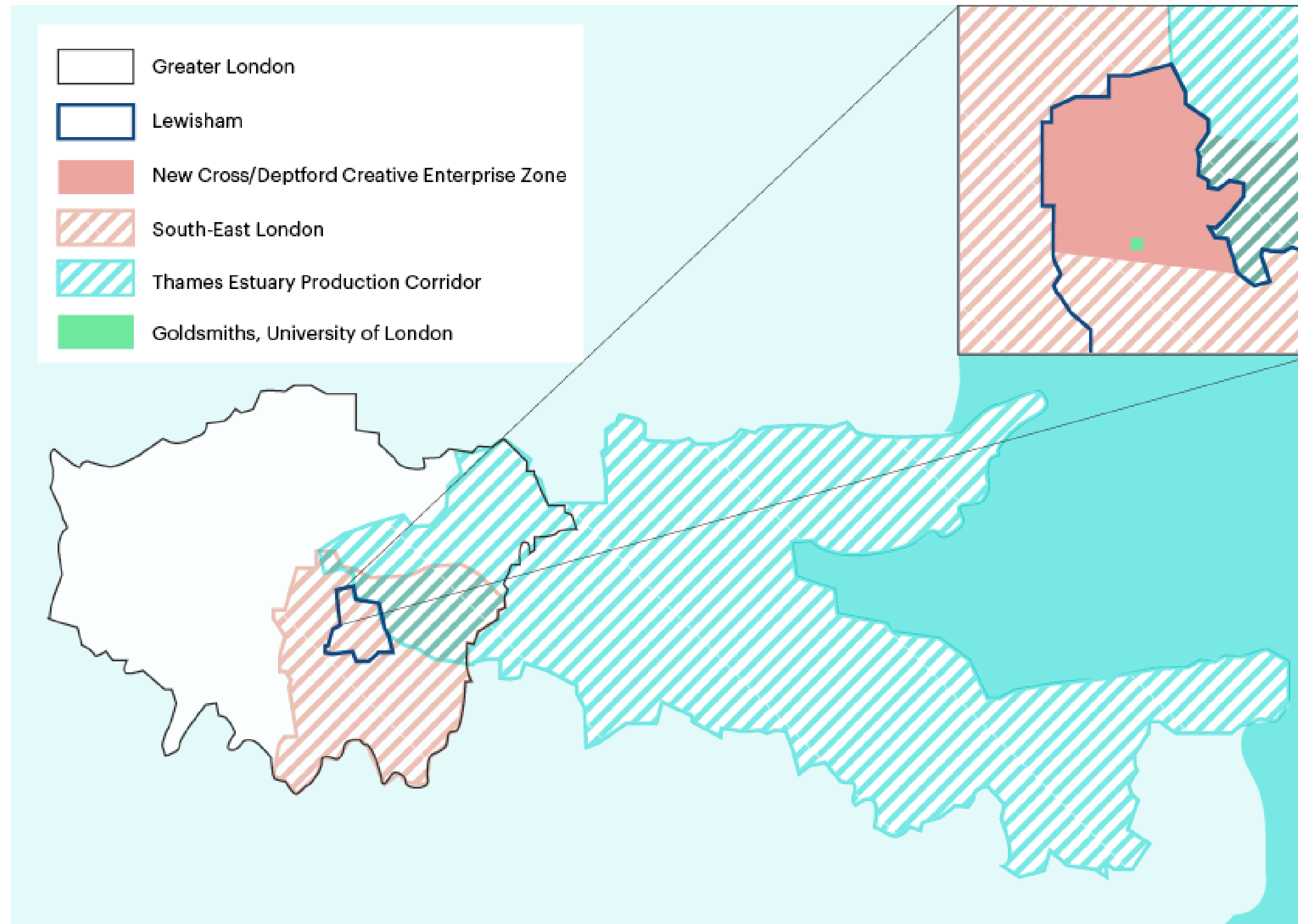
- Our aim is to stimulate two-way engagement and exchange between businesses and our academics.
- We have a particular focus on:
 - SMEs in the Creative and Digital Industries
 - SMEs and Micro enterprises in Southeast London and the Thames Estuary
 - Social ventures
 - Underrepresented business owners
 - Start-ups in the above areas



Approach

Our approach is rooted in the needs of our locality, with a focus on collaboration and co-production. Through meaningful relationships with local stakeholders, we have honed a portfolio of business support, skills development, and engagement with infrastructural regeneration, combining academic expertise, student resource, project management and funding to improve skills, knowledge and outcomes for businesses and residents.

Where we work





Our expertise

Institute of Management Studies

Sustainable consumer behaviour, marketing, strategy, entrepreneurship, resilience & well-being.

Institute for Creative & Cultural Entrepreneurship

Business modelling, business planning, marketing and social media, social enterprise, IP, sustainability.

Design

Using innovation methods and processes to develop new products, services and business models

Computing





Immersive tech in business (e.g. Implementing AI, AR, VR, etc.)

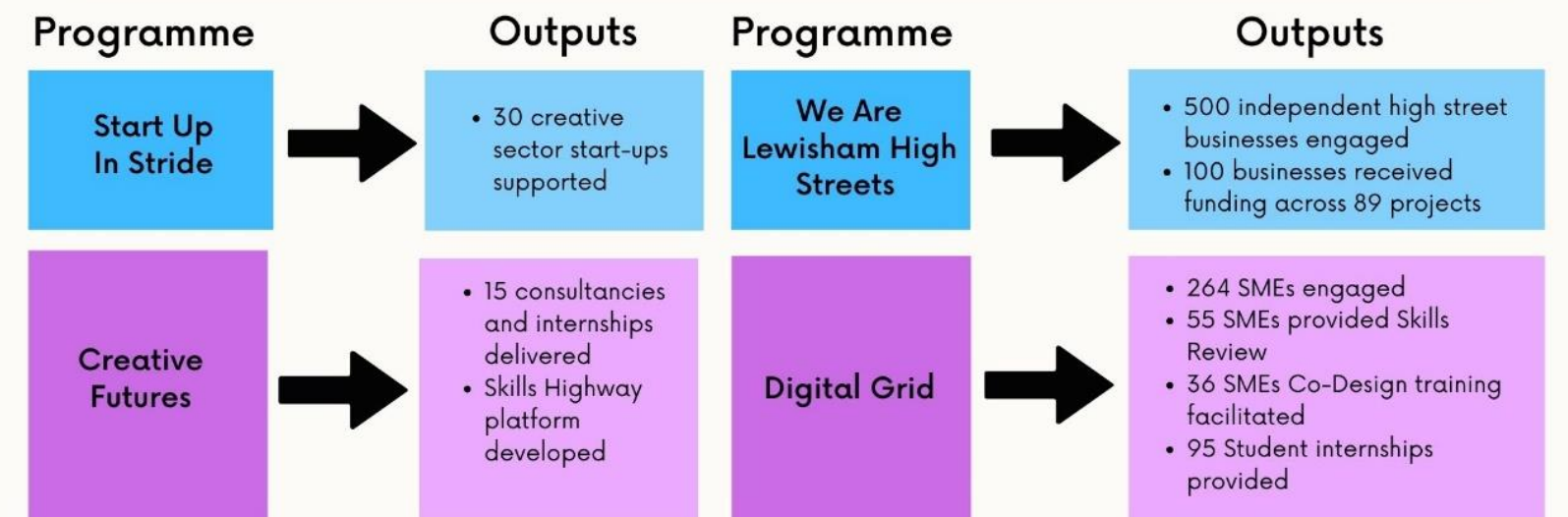
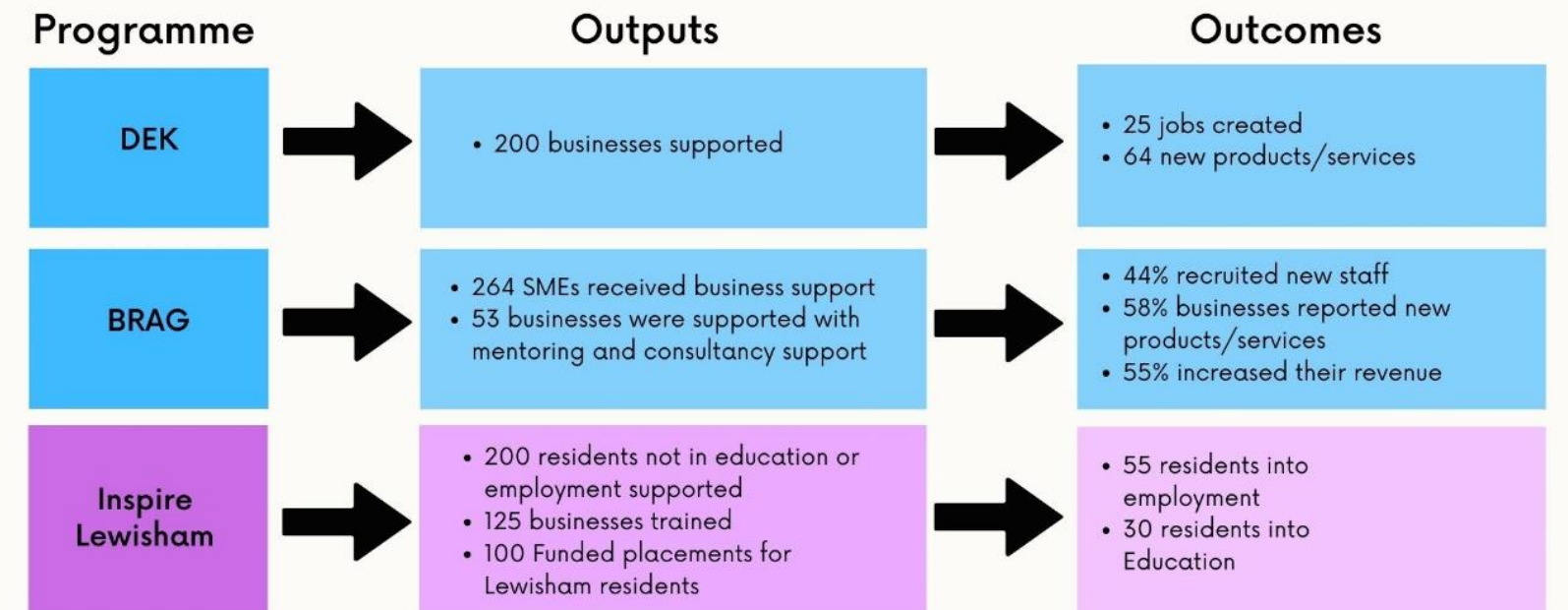
UX Design – helping businesses understand how customers experience the world, particularly when using technology.

Who we work with?



Record of success and impact

Activity Type	Local & Hyperlocal	Regional
 Business Support Programmes	<ul style="list-style-type: none"> • CEZ • BRAG • We Are Lewisham High Streets 	<ul style="list-style-type: none"> • Start up in Stride • Dek
 Skills Development Programmes	<ul style="list-style-type: none"> • Inspire Lewisham • Creative Futures 	<ul style="list-style-type: none"> • Digital Grid
 Infrastructural Regeneration Activity	<ul style="list-style-type: none"> • Convoy's Wharf • Lewisham Town Centre • Borough of Culture 	<ul style="list-style-type: none"> • TEPC
 Other Activity	<ul style="list-style-type: none"> • Civic Catalysts • Lewisham Deal & Lewisham Strategic Partnership 	<ul style="list-style-type: none"> • Chamber of Commerce • Wayfinder • Placements & Internships • SYNAPSE + SELF



Business support programmes delivered



Lewisham Business Resilience & Growth Programme (BRAG)

- 265 businesses registered for the programme
- 81 diagnostics were conducted to better understand specific business needs
- 54 businesses received three mentoring sessions
- 19 individual workshops delivered
- 15 businesses received a student internship through the micro-consultancy scheme

We Are Lewisham High Streets Programme

- 400 businesses agreed to display information relating to the Borough of Culture programme
- 200 businesses organised a project or activity as part of the programme
- 80 businesses awarded Council grant funding
- 10 businesses referred to Lewisham Council to pursue sponsorship opportunities

London DEK Business Growth programme

- 201 businesses supported with 12 hours support
- 25 new jobs created
- 64 firms introduced new products or services

Business support programmes delivered



Start-Up In Stride

- 32 start-ups across Lewisham, Lambeth, Southwark, and Wandsworth) received support
- 32 start-ups received £1,000 grant to develop their idea
- Top 5 start-ups took part in a pitch competition and received awards

Co-innovate programme

- 44 businesses in London attended workshops on business planning, AI marketing and business innovation
- Over 10 businesses received follow up intensive 121 mentoring to create new products and services

Inspire Lewisham

- 125 businesses attended workshops/ trainings
- Delivered 90 paid placements for unemployed people with 61 unique businesses

The Journey

Engagement



- In-person as a key part of our engagement strategy targeting key areas across the borough
- Using a small team of students
- Working with BIDs and other local partners and networks.
- All visits will be recorded and plotted on a private Google Map for Bromley Council reference.

Registration

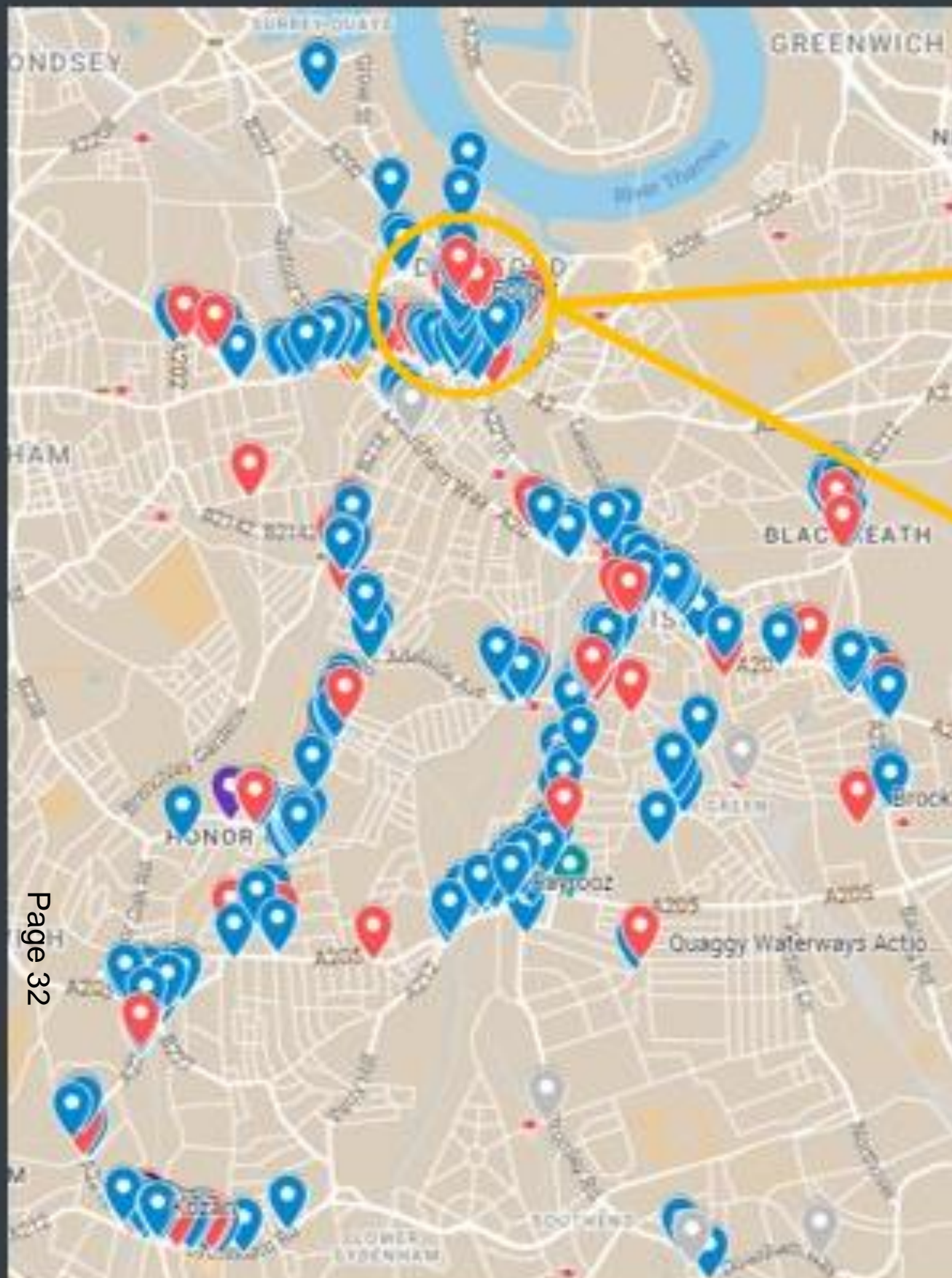


- Online or via paper forms
- We will continually monitor registrations to examine any geographic areas, demographic targets, types of business or growth outcomes which may be underrepresented and therefore require specific, targeted recruitment.

Diagnostic

- We use a diagnostic session to produce an action plan for a business and to determine its suitability for mentoring support.
- Action plan is bespoke and is useful to a business even if they don't further engage with the programme
- We will refer to other programmes where we feel others are better positioned to support the business's ambitions

The Journey



BoC High Street Businesses - log

1,042 views
Last edit was seconds ago

Add layer Share Preview

- ✓ Deptford High Street & New Cross
 - Individual styles
 - Deptford High Street
 - Goldsmiths, University of La...
 - New Cross Road
 - Action for Community Devel...
 - Chacoshia
 - SEAGER
 - Soho Investment Group Ltd
 - Aaja Deptford
 - Ahsiek's Beauty
 - Avoncha market
 - Amerisham Arms + Barbecue
 - Apwara Thai Spa
 - ARUKEN HAIR AND BEAUTY
 - Badger Badger
 - Base Jewellery
 - Beaut Canteen
 - Best Bites
 - Big John's Gifting Bar
 - Bodyboards
 - The Blue Mango Salon
 - The Bohemians
 - Sola Cuisine
 - The Box



What kind of support do we offer?

Mentoring – 150 businesses

- The diagnostic identifies suitable businesses with growth potential who will receive 1:1 mentoring support. Businesses receive up to four sessions of 1 hour with a dedicated business advisor.
- Our in-house [Business Advisor](#)
- Academic staff with relevant business mentoring experience
- Freelance business advisor. All business advisors we use go through a quality assurance process; where we intend to use one we will always clear this on a case-by-case basis with the Council.
- At every meeting [notes are recorded](#) by the business advisor and the action plan updated.

“I realised that there is a great network that I can connect to and properly get help from.” “Growth is so much easier when you have the support of a network of business experts and feel part of the local community.”

“When you are running a business alone it can feel as if you are on earth alone and it can be hard to see simple areas of improvement to make life easier and have the business running more efficiently”

(The mentoring) “helped me get my head back into the games - as a travel agent my business was severely affected by the pandemic.”

“Being assigned a business mentor (Dean Williams) meant I was held accountable as the business owner. Dean was very supportive during the programme and helped me implement techniques of managing my time more efficiently to allow for the business to grow.”

Case studies

We Are Lewisham High Streets Programme

Jack Studio Theatre

The Jack studio theatre is a performance venue above a pub in Crofton Park. They provide an accessible space for an exciting inclusive programme of art activities, including theatre productions, scratch nights, film screenings, workshops and rehearsals. They support new companies and artists but also create productions with their multiple award-winning in-house teams.

With our support they held four free activities for children around sustainability and zero waste during the half term. These activities contributed to growing a new audience for and awareness of the theatre in the South East London community.



Brockley Brewery

Brockley Brewery is a Southeast London brewery that has been part of London's vibrant craft beer scene since 2017. We supported Brockley Brewery to brew a new "We Are Lewisham" beer linked to Lewisham's year as Borough of Culture, which was distributed from their sites as well as in pubs, bottle shops and off licenses throughout the borough.

They sold the We Are Lewisham: Golden Ale Casks to 28+ pubs and cans to 30+ bars/shops and online they sold it to over 150 customers. The beer was also served at Lewisham People's Day, where a dedicated craft beer stall was featured for the first time in the festival's history.

What kind of support do we offer?

Micro-consultancy projects – 20 businesses

- For businesses with growth potential and the potential to take on new employees, we offer micro-consultancy projects.
- An academic helps scope the project and provides support for a student intern to carry out a piece of work for the business.
- Businesses benefit from the skills, insights, knowledge and experiences of our students and graduates, with the bonus of expert academic input .

“Cheriese was a pleasure to work with and a real team player who made significant contributions during her time at Greenwich Pantry. Cheriese did a great job documenting our holiday kids’ cooking class and set up a new media channel for the video.”

Lara Omoloja, Greenwich Pantry

“It's a great win-win for students and the businesses and provides some relief from the overwhelm of growing a business with support from an enthusiastic student.”

Business Mentor on our Lewisham BRAG Programme
2022

Case study

Greenwich Pantry



Greenwich Pantry is a cooking school for kids and adults, both beginners and advanced. They help participants develop confidence in the kitchen through cooking classes, workshops and culinary experiences.

Our support helped them finally launch their kids' cooking school which had been significantly delayed due to the pandemic. They were assigned to work with a student micro-consultancy to support in developing their kids' cooking school proposition using new social media platforms. Having a student micro-consultancy has led to a targeted marketing plan and the promotion of their cooking classes on TikTok which had over 800 views in 24 hours.

The founder and owner of Greenwich Pantry, Lara Omoloja, received an award from Small Business Saturday for her contribution to small business - the Francesca Kemp Award. Following the business support received from Goldsmiths, Greenwich Pantry have opened a new physical premises in South-East London. This will operate as a café for the public and additional workspace for the cooking school expanding both reach and services they can offer, and resulting in the recruitment of 2 new staff members.



Case studies

Lewisham Business Growth and Resilience Programme (BRAG)- Diagnostic, 121 mentoring and micro- consultancy

Petit Village

Petit Village is a small greengrocer, juice bar, and organic grocery shop located on Deptford High Street. They received information, training and a micro-consultancy where a student supported them in developing an effective marketing strategy. Before engaging in the BRAG programme Petit Village had 1 employee and as a result of the support received they are now employing 10 staff members.

With the support of their mentor, they implemented several strategic changes to their business such as organizing events, undertaking a crowdfunding campaign and launching a new product, – grab-and-go meals.



Crumble Mania

A vegan dessert shop that offers a healthier alternative. They specialise in apple crumble and offer over 300 combinations to choose from. With the support from Goldsmiths, Crumble Mania organised Crumble After Dark!, an event they started to host to promote their business and now organise several times a year.

The event acts as a great marketing tool to attract new customers and engage with existing customers in a new and exciting way. This new service has increased business revenue and led to additional recruitment.



What kind of support do we offer?

Community

- Workshops and events throughout the programme
- Signposting and working with local partners to ensure businesses engage with their support
- Introductions to others on the programme, and our wider networks
- End of programme event

“I realised that there is a great network that I can connect to and properly get help from.”

“Growth is so much easier when you have the support of a network of business experts and feel part of the local community.”

“When you are running a business alone it can feel as if you are on earth alone and it can be hard to see simple areas of improvement to make life easier and have the business running more efficiently”

“Community! Working with a mentor really helped to get me back on track. It was a tough time.”

“When you are running a business alone it can feel as if you are on earth alone and it can be hard to see simple areas of improvement to make life easier and have the business running more efficiently ”

Further support

- Further placements with Goldsmiths students
- Innovation Vouchers
- Research opportunities
- Joint funding applications
- Introductions to investors



Contact Us

We would love to hear from you!



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