

# 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

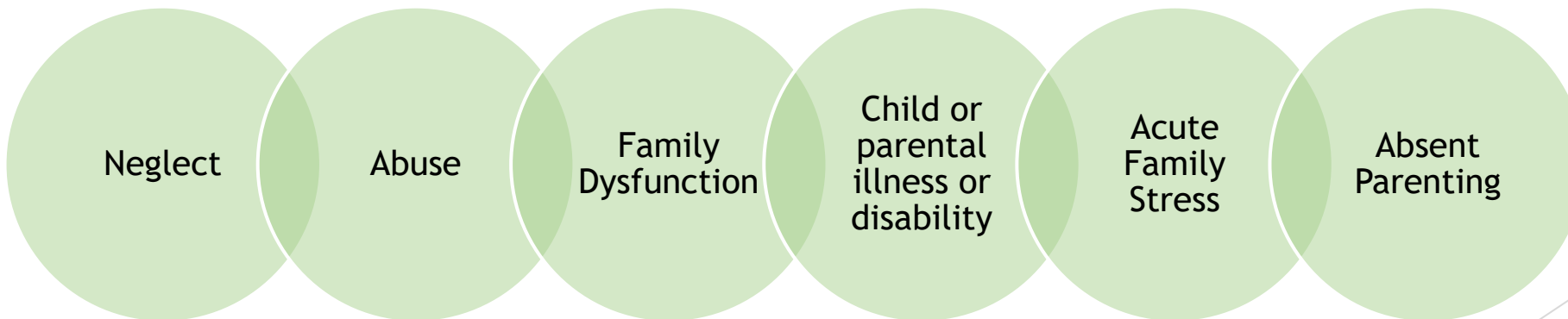
Every 20 minutes another child comes into care needing a foster family in the UK. And every day there are about 70,000 children living with 56,000 foster families.

The Fostering Network

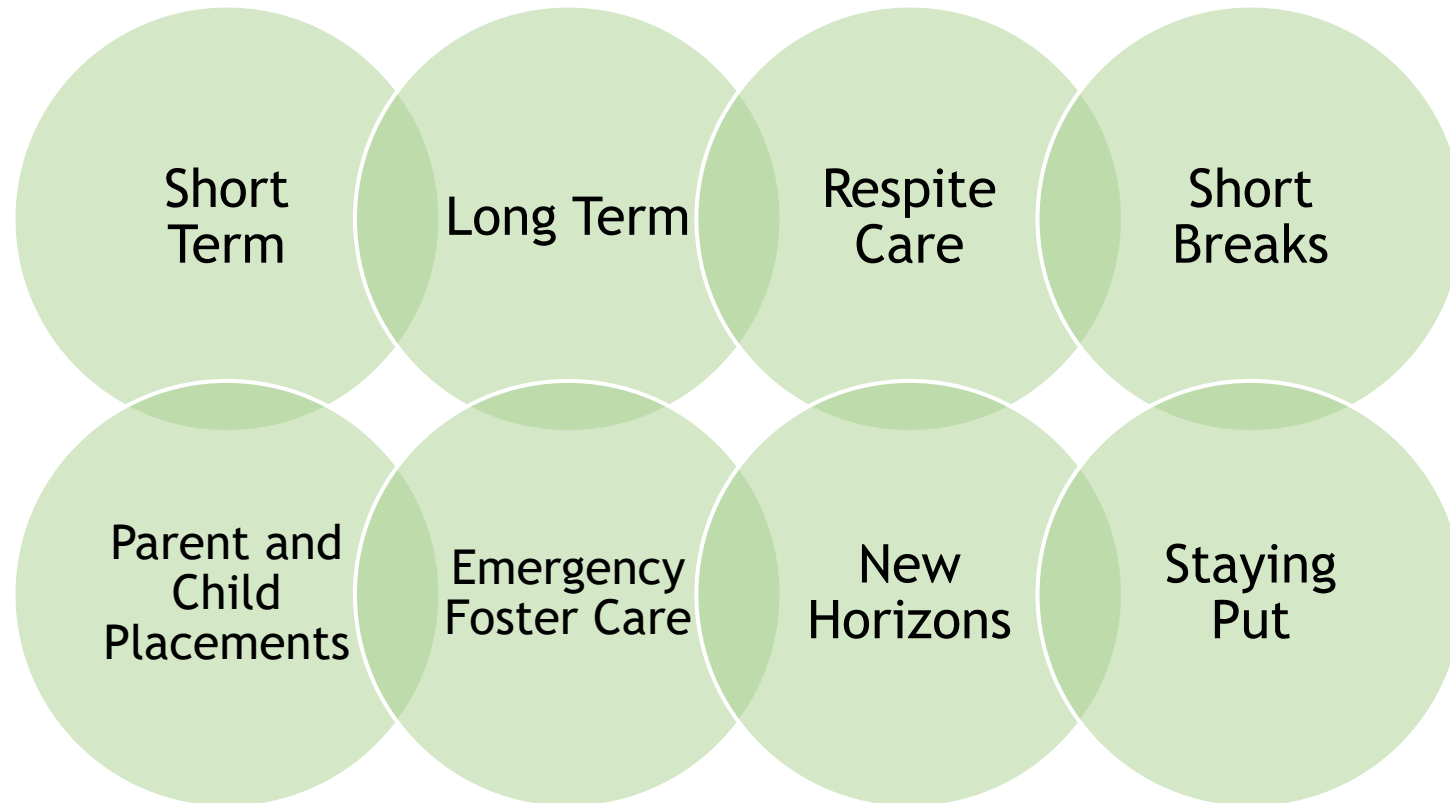
Bromley currently has over 340 children in care, and sadly we expect to see this number increase over the coming months and years due to the cost-of-living crisis.

# 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:

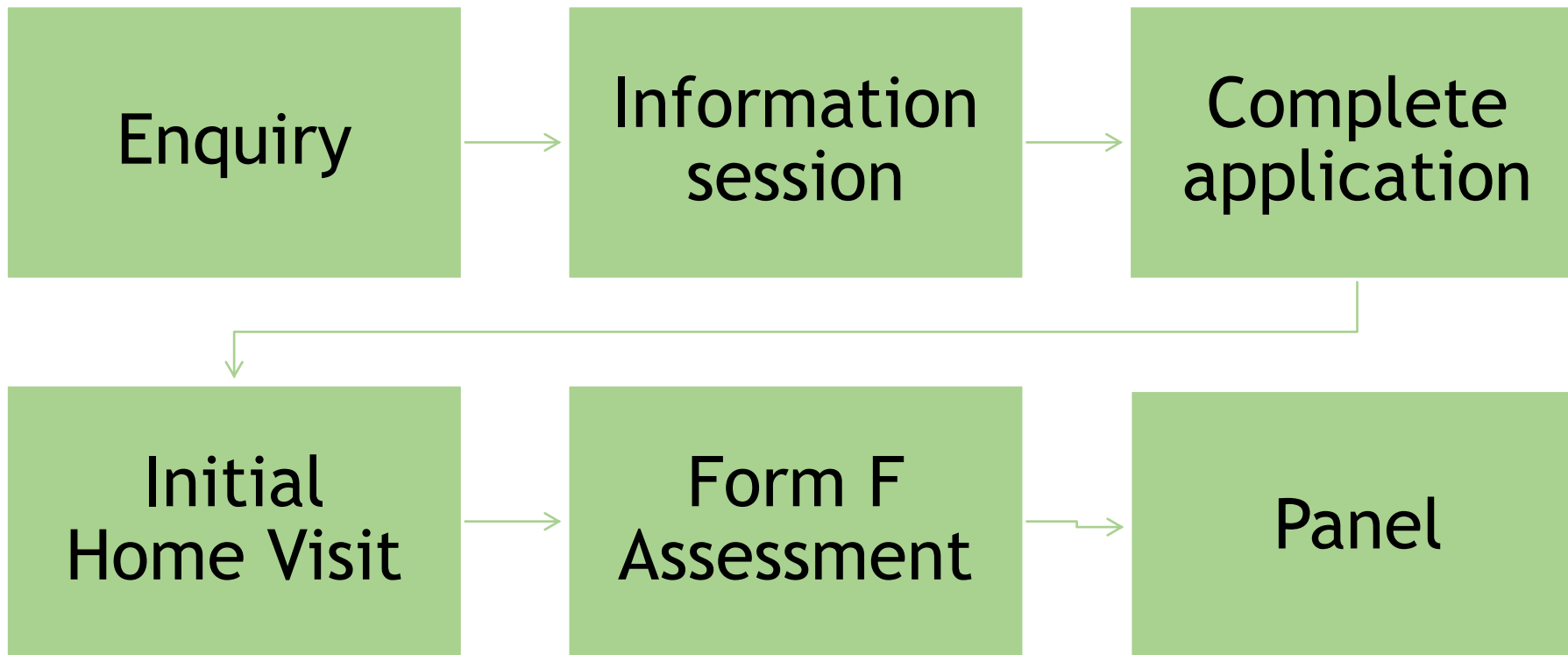
- ▶ Competitive rates of pay
- ▶ Additional pay for children's birthdays, religious festivals, holidays
- ▶ Ongoing support
- ▶ Regular support groups - online and face-to-face
- ▶ Training and development
- ▶ Community
- ▶ Events for children and foster carers throughout the year
- ▶ A referral scheme



# 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:

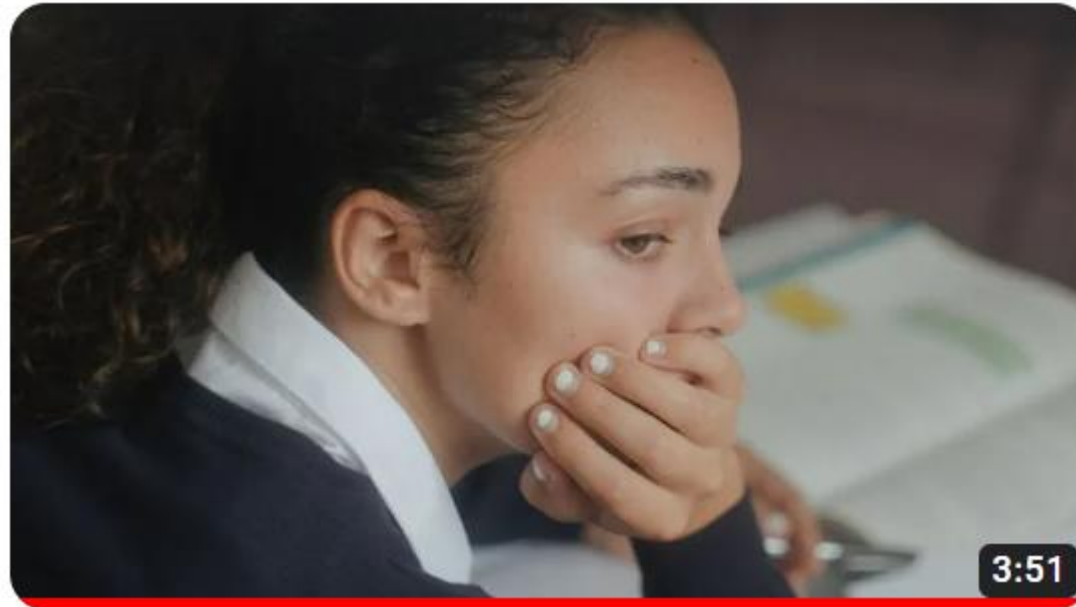
- ▶ To enable us to attend any events or outreach opportunities where we can promote fostering
- ▶ To enable us to share our fostering information with your staff
- ▶ To share our fostering information with your customer base and audience in your newsletters, website and social media
- ▶ To become a 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*



YOU can foster with Bromley - start something amazing today  
To find more information, visit: [www.bromley.gov.uk/fostering](http://www.bromley.gov.uk/fostering)  
Scan the QR code or call our team on: 020 8461 7701