

The Future of Adoption Recruitment

Glasgow City Council

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Profile of Glasgow

- Glasgow City has a population of 592,820, 11.4% of Scotland's population - the highest for a local authority
- The City has a diverse population comprising of:
87.2% - White Scottish, British, and Irish origin
12.8% of a BME background
- There are over 1400 children accommodated of these 300 are aged between 0-4 (Feb 2012)

Lack of parental care - 35 %
Drug and alcohol misuse - 24%
Child Protection - 18%
Other- 23%

- Challenges



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Families for Children:

- Is a centralised family placement service for Glasgow City Council
- Meets the needs of the vulnerable children in Glasgow
- Recruit, assess and approve prospective adoptive parents for children who need family placements
- Embrace new legislation /National Adoption Register
- Strong Leadership and support from Elected Members
- Service Developments

Be part of someone's memories
Glasgow needs adoptive parents and foster carers



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The Concept of the campaign

- Created in-house, cut significant costs
- Objectives were ambitious, clear and measurable
- Children first and foremost
- Touch people's hearts Families come in all shapes and sizes.
- A strong call to action
- Devised the powerful: "Be part of someone's memories"



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The Campaign

- Inventive, multi-strand marketing campaign
- TV, radio, press, outdoors, social media.
- Recruited Kaye Adams as campaign face and voice
- Recorded two television adverts and two radio adverts.



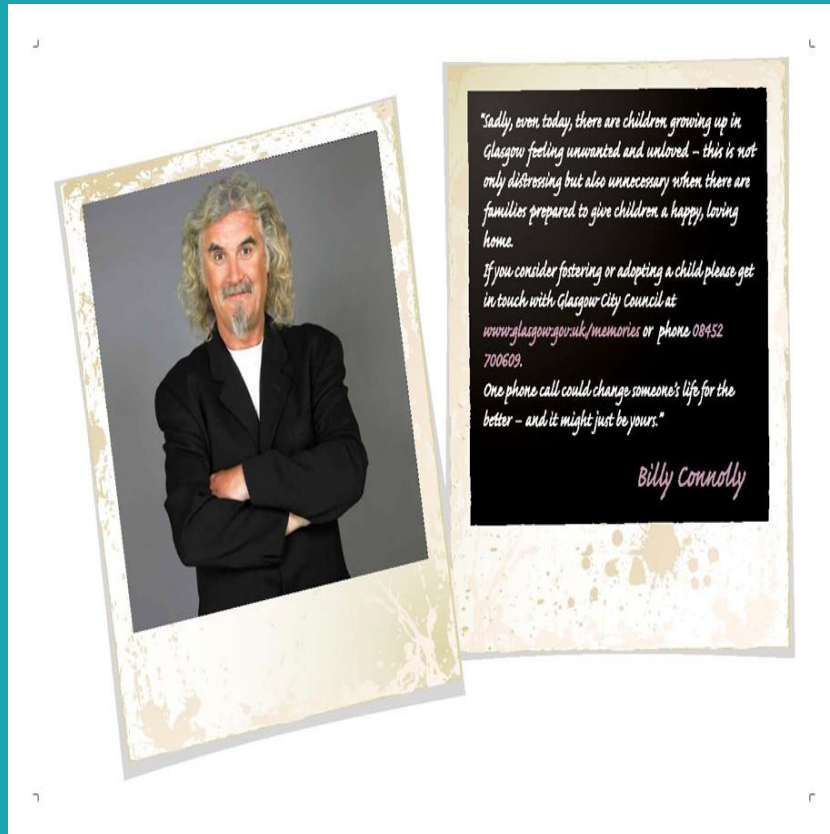
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Big Yin Backs our Campaign



An emotional and touching appeal in support of our campaign

Billy's first public act for Glasgow since receiving Freedom of the City

**Other celebrity support included:
Adoptive parent Claire Grogan and
Sir Alex Ferguson**



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The TV Advert



Building Partnerships

- Innovative partnership with St Enoch Centre
- Free 30 foot Memories Wall outside Hamley's
- Glasgow citizens engaged in campaign, posting favourite memories in Memory Box
- Pupils from two Glasgow primary schools helped launch campaign
- Partnership short listed for SOLAL European Marketing Awards



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Innovation

Piloted text response for STV advert, allowing people to text their interest

Overwhelming response over a ten-day period

Introduced Facebook and Twitter

Glasgow has over 24,000 followers and is the most followed Council in the UK

Other local authorities have sought us out for advice



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The Results

- Increased profile of service
- Improved outcomes for Glasgow's children, success in re-uniting siblings
- Record number of enquiries: over 1000 enquires since campaign was launched
- Timescales improved
- New assessors to assess applicants within a 3 month period
- Exceeded performance targets and timescales
2009/10 : 38 adoption approvals
2011/12 : 54 adoption approvals
- Campaign shortlisted for three external awards
- Winner of MJ Awards Children's Services

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Being part of someone's memories

"We are now a proper family. Now I've no real memory of what life was like before the children arrived and it amazes me how we find the time to do anything. Lilly and Jack both know they are adopted, but they are just normal kids doing what kids do. It is everything we hoped for."

Mark Coles, an adoptive parent



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Thank you



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