

## Open Your Door – a campaign to find new Foster Carers for children in Hampshire

Children and Families Advisory Panel

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Head of Fostering Recruitment

## Why do we need a campaign?

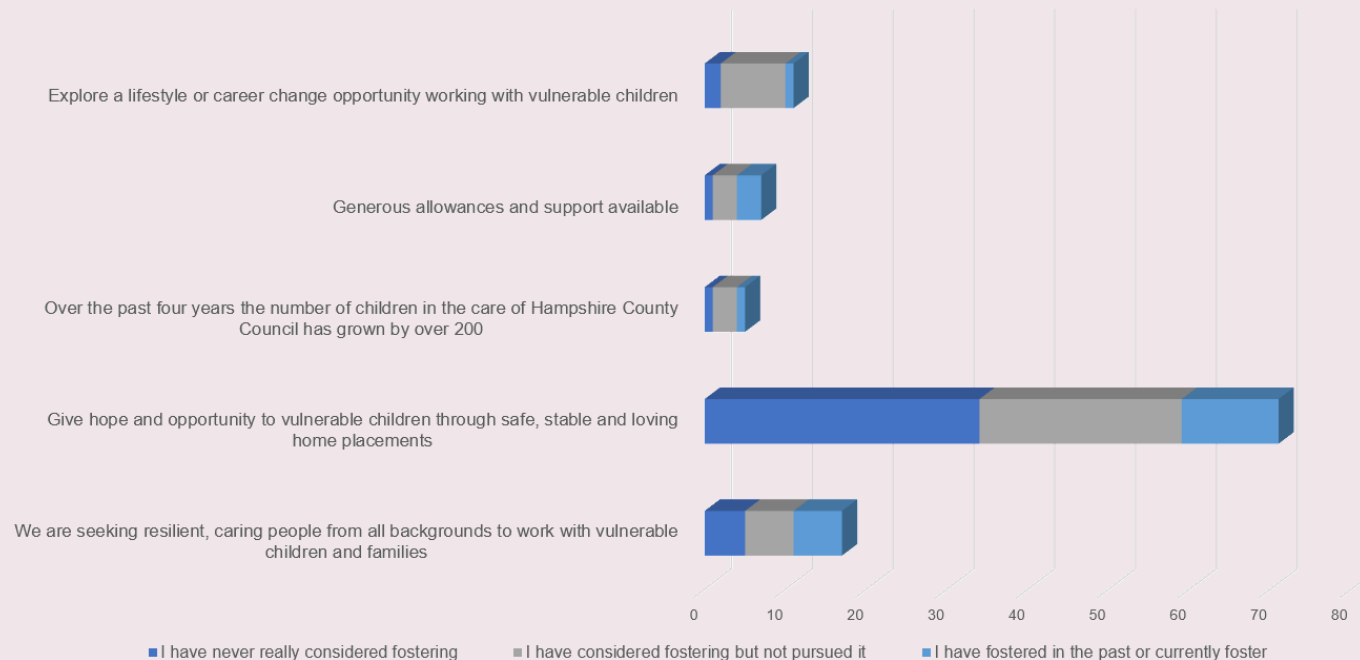
## Hampshire children need more foster carers:

- The number of children coming into care is increasing nationwide. Whilst HCC has bucked the trend with smaller increases through its sector-leading transformation programmes, since 2018 the number of children in the care of Hampshire County Council has grown by over 200 and is still rising. Meanwhile, the number of fostering households in the county has plateaued.
- The numbers just aren't adding up anymore and the need for more Foster Carers is becoming increasingly urgent.
- We need Foster Carers that reflect our population of children in care.
- We need to bring everyone together around a common goal with an end date to change the current direction.

## How did we create the campaign?

## Campaign built on research:

- Two studies were completed by our Insights and Engagement team with members of the public, HCC staff and foster carers.
- The first tested different concepts.
- The second tested four campaigns based on the selected concept.



**What will success look like for the campaign?**

## By the end of 2023, we will have:

- Increased the number of new Foster Carers against our public goal through generating extra enquires.
- Highlighted the need for Foster Carers in the County and the sense of urgency now surrounding that need.
- Galvanised individuals from diverse backgrounds to consider fostering and celebrated their applicability to do so.
- Celebrated the reasons people become Foster Carers – for the benefit of foster children but also themselves and their communities.

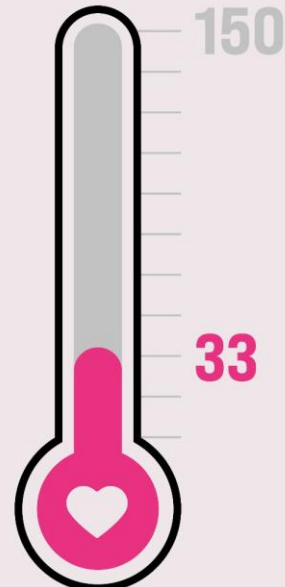
## The campaign



## The campaign launch



**33 fostering households  
have joined us so far**







# #OPENYOURDOOR

Fostering Hampshire Children

#OPEN YOURDOOR

WELCOME

Hampshire County Council

Every 12 hours another Hampshire child comes into care in need of a foster carer.

Children in Hampshire need **150 new** fostering households by the end of 2023.

Get involved with our campaign and make a difference today.

Search

**FOSTERING HAMPSHIRE CHILDREN**

[hants.gov.uk/openyourdoor](https://hants.gov.uk/openyourdoor) | 01489 587052





Fostering  
Hampshire  
Children

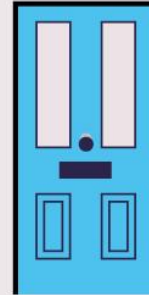
# #OPENYOURDOOR



Fostering  
Hampshire  
Children

When every door is closing on  
a child... Can you open yours?

## #OPENYOURDOOR



WELCOME



Hampshire  
County Council

Ofsted  
Outstanding  
Provider



# #OPENYOURDOOR

## Our #OpenYourDoor Campaign Partners:



## What is happening:

- Launch activity.
- Digital marketing including display, TV, radio and social media posts (paid for/organic).
- Display advertisements (billboards).
- Direct mail to 60,000 households.
- Press and media.
- Internal and external communications.
- Celebration, awareness-raising and recruitment events.
- Partnership activity including events, social media and engagement opportunities.
- National awareness campaigns.

## The communities we are aiming to reach:

Community	When?
Winchester	October/November 2022
Eastleigh	November / December 2022
Basingstoke	January/February 2023
Havant	February/March 2023
Fareham	TBC ( 2023/24)
East Hampshire (Petersfield/Alton and Bordon focus)	TBC ( 2023/24)
Gosport	TBC ( 2023/24)
New Forest (Totton focus)	TBC ( 2023/24)
LGBTQ+	Ongoing
Faith (Christian/Muslim focus)	Ongoing and through partnerships
People from ethnic minority backgrounds	Ongoing and through partnerships



**How can I get involved and support the campaign?**

## We will be working with the Corporate Parenting Board to help us:

- 1) Hold local launch events in each of the communities of focus.
- 2) Engage with district councils.
- 3) Keep all members up to date with the campaign.

## Three ways you can support the campaign:

- 1) Follow us on social media ([Facebook](#)/[Twitter](#)/[Instagram](#)) and like, comment on and share our content.
- 2) Share an idea – personally or professionally are you able to help us reach 100s/1000s of Hampshire residents at one time? Tell us how.
- 3) Talk about fostering with your constituents, friends and family – word of mouth is powerful.

**If you would like to help, please contact  
me:**

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**Thank you for your time and interest in  
the campaign – we look forward to  
working with you**