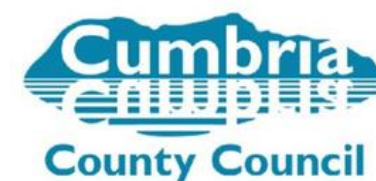




# Regional Adoption Agency marketing and communications

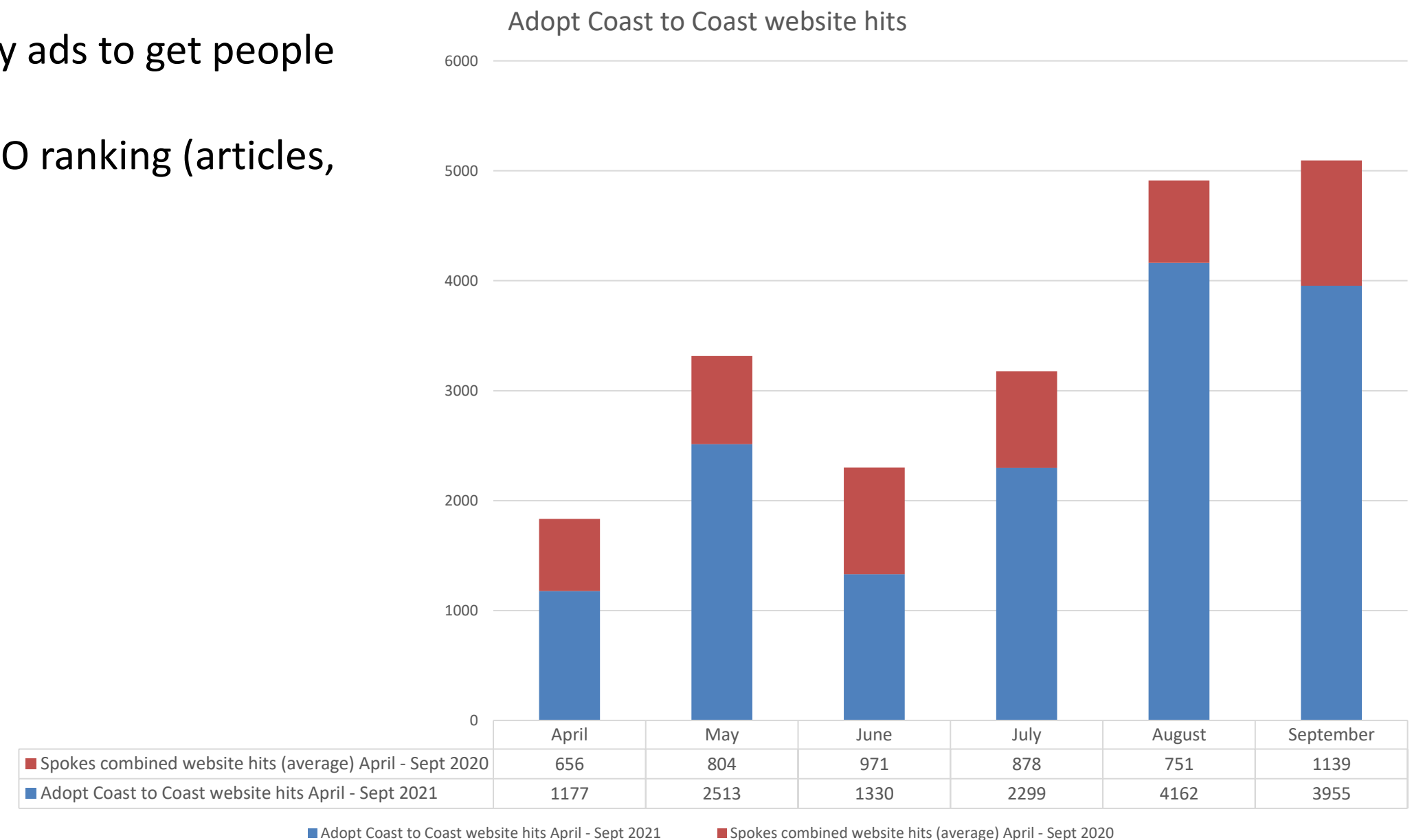
## April - September



# Website - overview

## Observations

- Website hits are growing month on month
- Invested in Google ads, social media ads and display ads to get people to the site
- Activity happening to help with authenticity and SEO ranking (articles, link building etc)
- Tweaks made throughout e.g. homepage logos
- Website is second biggest recruitment tool



# Website - content

## Observations

- Real stories do particularly well
- Video case studies are very well viewed
- Adopters are hugely supportive – happy to share real life stories
- Also popular on social media

“Pleasure to spend some time with you. Hope it’s the first of many. Thank you so much. You made the day go smoothly.” We love it (the vide). It made us both cry. Huge hit :-)”

**Andy, Cumbria**

“We loved meeting you both, you really did put us at ease and made the afternoon a pleasure. We are both more than happy with the video. I’m more than happy to keep the bit where I have been crying as to me this is reality and if it helps someone and encourages them to adopt it’s well worth the red eyes.”

**Helen, Cumbria**

“OMG I really cried at that, it’s lovely to see them together. It’s nice to see from someone else's point of view too. I’ve watched it 5 times and just love it. I think the kids were captured perfectly 💖💖💖”

**Melanie, Sunderland**

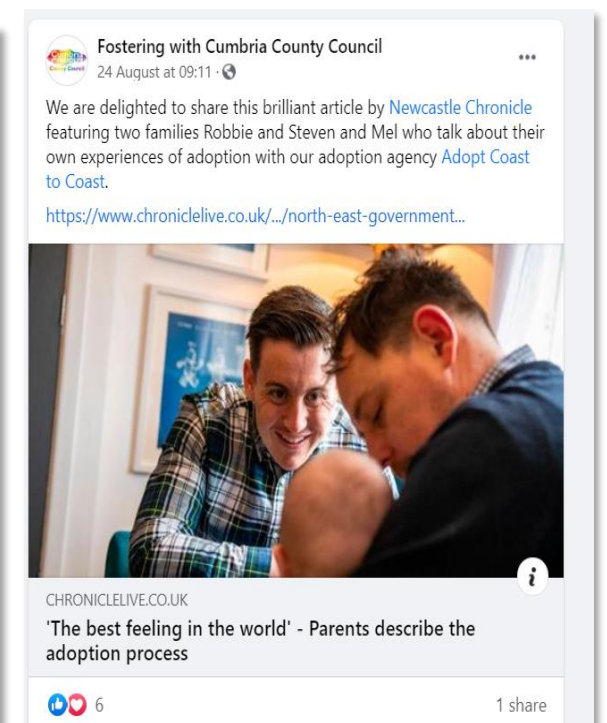
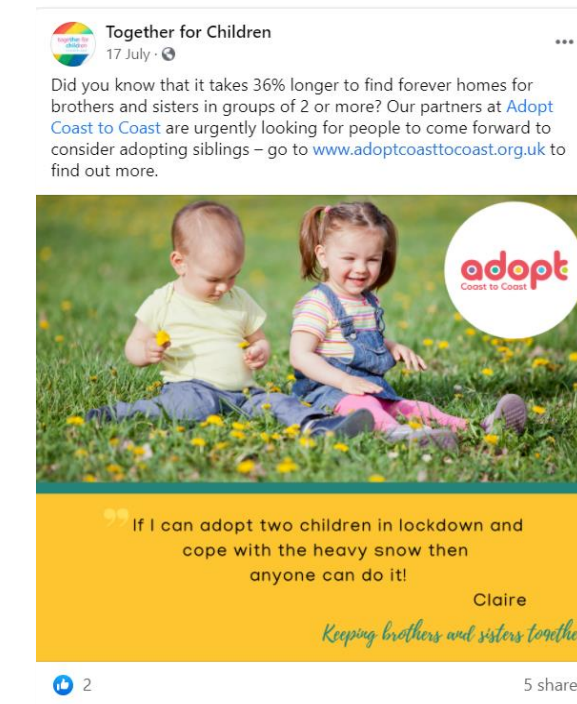


# Social media – overview

## Observations

- Facebook and Instagram likes are growing month on month
- Real-life stories have the biggest impact
- Paid-for adverts are helping raise awareness
- Facebook and Instagram adverts have been displayed over 480,000 between April-September 2021.
- 4,236 of those who've seen an advert have gone through to the website
- Organic posts are also shared on partner websites
- Largest coverage in our core geographical areas


Total Page followers: 341 Facebook



# PR activity – highlights

## Launch

- Times and Star
- Sunderland Echo
- Luxe Magazine
- The Newton News
- North West Evening Mail
- Sunderland Magazine
- Whitehaven News
- Westmoreland Gazette
- Hexham Courant
- ITV Borders TV: Paula did an interview as did some adopters
- BBC Cumbria radio: Paula did an interview as did some adopters
- CFM radio: Paula did an interview
- BBC Newcastle radio: Paula did an interview for as did some adopters
- Tyne Tees TV: news piece
- Look North TV: news piece




• TIMESANDSTAR.CO.UK

**Cumbria And Durham County Councils Join Forces With Sunderland City Council To Expand Adoption Services**

People looking to adopt in Cumbria will benefit from a quicker process involving a new Regional Adoption Agency (RAA), which will span across the three regions of Cumbria, Durham and Sunderland.

[adopt coast to coast](#), Cumbria, Sunderland, County Council




• WHITEHAVENNEWS.CO.UK

**Cumbria And Durham County Councils Join Forces With Sunderland City Council To Expand Adoption Services**

People looking to adopt in Cumbria will benefit from a quicker process involving a new Regional Adoption Agency (RAA), which will span across the three regions of Cumbria, Durham and Sunderland.

[adopt coast to coast](#), Cumbria, Sunderland, County Council




• NEWSANDSTAR.CO.UK

**Cumbria And Durham County Councils Join Forces With Sunderland City Council To Expand Adoption Services**

People looking to adopt in Cumbria will benefit from a quicker process involving a new Regional Adoption Agency (RAA), which will span across the three regions of Cumbria, Durham and Sunderland.

[adopt coast to coast](#), Cumbria, Sunderland, County Council



• THEWESTMORLANDGAZETTE.CO.UK

**New Cross-County Adoption Service Launched In Cumbria, Durham, And Sunderland**

Those looking to adopt in Cumbria will benefit from a quicker process thanks to the launch of a new Regional Adoption Agency (RAA).

[adopt coast to coast](#), Cumbria, Durham, Sunderland

Sunderland Echo

## Expanding adoption services from coast to coast

14 Apr 2021

Those looking to adopt in Sunderland, Durham and Cumbria from this month will benefit from a quicker process thanks to the creation of a new organisation.

Children, which delivers services on behalf of Sunderland City Council, have joined forces to launch a Regional Adoption Agency known as Adopt Coast to Coast.

Cumbria County Council, Durham County Council and Together for

recruitment of prospective adopters, who will be considered for babies and children across the three geographical areas rather than just by a single local authority area.

Head of service Paula Gibbons said: "There has been a lot of careful

planning and coordination over the last four years to bring Adopt Coast to Coast to launch and I am delighted to be able to work alongside all three local authority partners to place children and babies with loving and caring families across Cumbria, County Durham and Sunderland.

"As the final Regional Adoption Agency to launch in England, we are benefiting from the learning of others and as our partners all have good Ofsted ratings, we already

have a solid foundation to build upon."

For more information about adopting with Adopt Coast to Coast, go [www.adoptcoasttocoast.org.uk](http://www.adoptcoasttocoast.org.uk) or call 03000 268 268.

Write a comment...

Listen Page View Share Save More

Upvote Downvote



# PR activity – highlights

## Sibling campaign

- The Mail
- Sunderland Magazine
- ITV Borders TV: Paula did an interview
- BBC Cumbria radio: interview with an adopter of siblings
- Metro radio: did a news piece on our sibling campaign

## Home for three brothers

- Northern Echo
- BBC Newcastle: Paula did an interview
- CFM radio: Paula did an interview

## Adoption Strategy

- The Chronicle – interviews with adopters
- The Newton News
- Sunderland Magazine
- ITV Borders TV: Paula did an interview for the Adoption Strategy press release
- BBC Cumbria radio: Paula did an interview for the Adoption Strategy press release
- CFM radio: Paula did an interview for the Adoption Strategy press release
- BBC Newcastle radio: Paula did an interview for the Adoption Strategy press release

“Congratulations on Coast to Coast on this great local news story below, very positive on adoption and approval process which would encourage other same sex couples and single parents to come forward. Lovely ending on our Strategy!

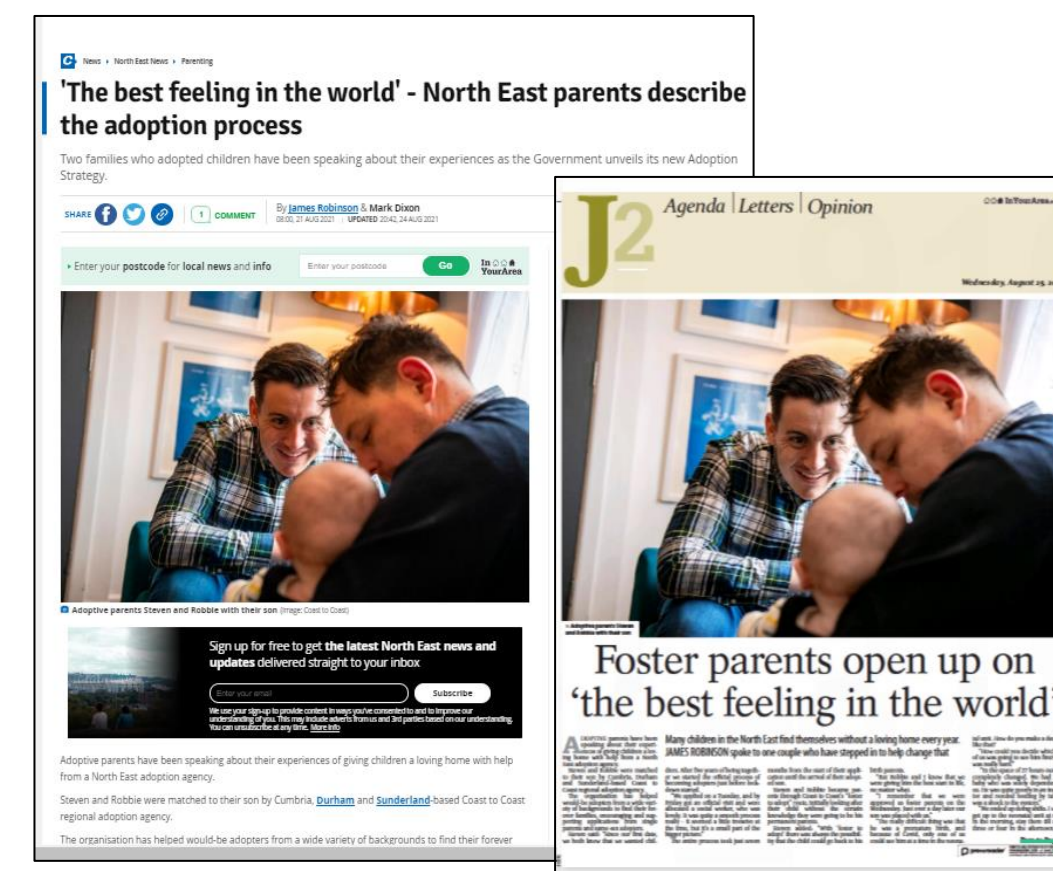
“We have sent it to advisers and Ministers as it’s a good way of showing how RAAs are encouraging people from all walks of life to come forward to adopt.”

**Kevin Woods**

**Assistant Director**

**Adoption and Permanence, Children’s Social Care Group**

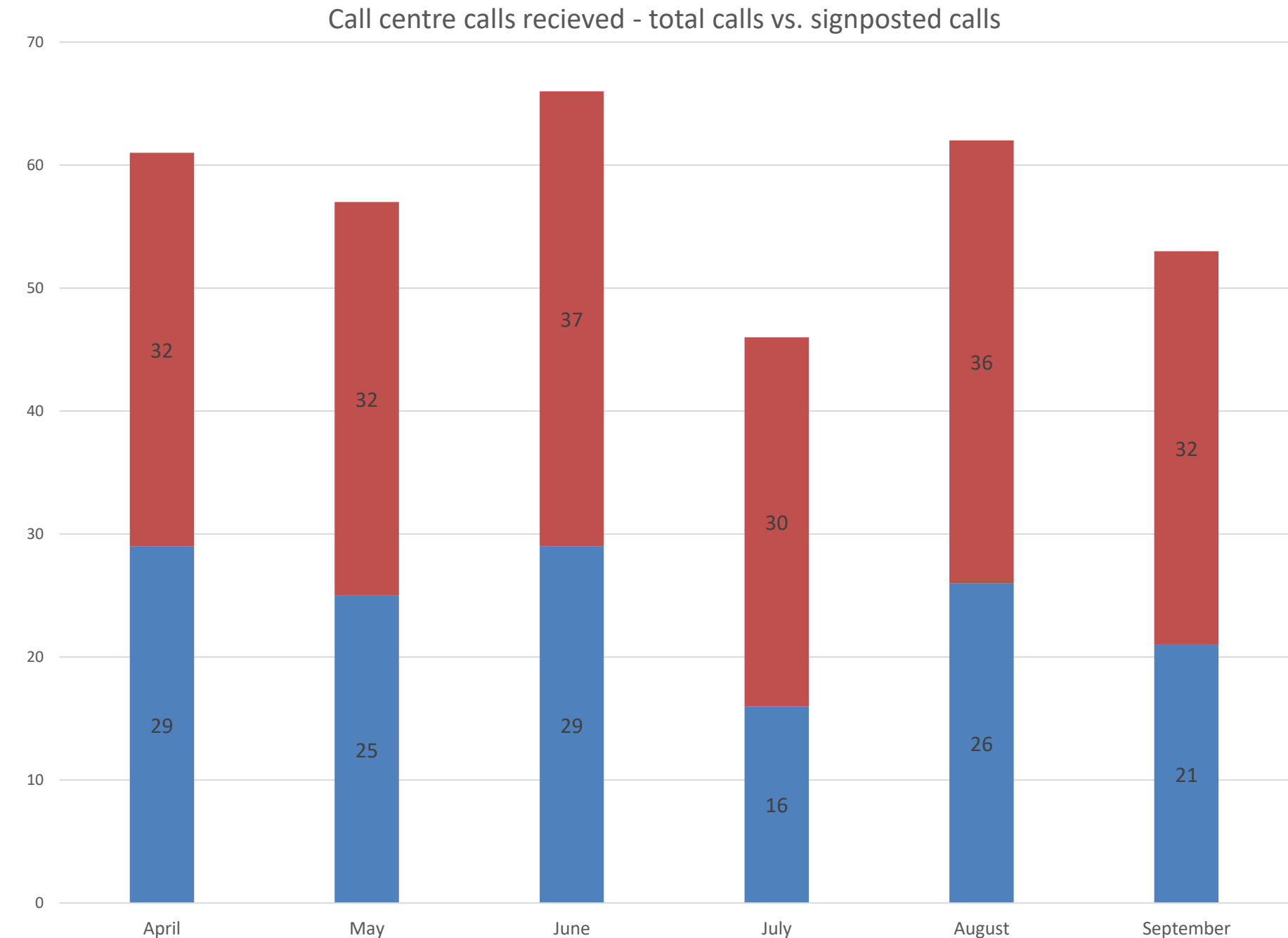
**Department for Education**



# Call center - overview

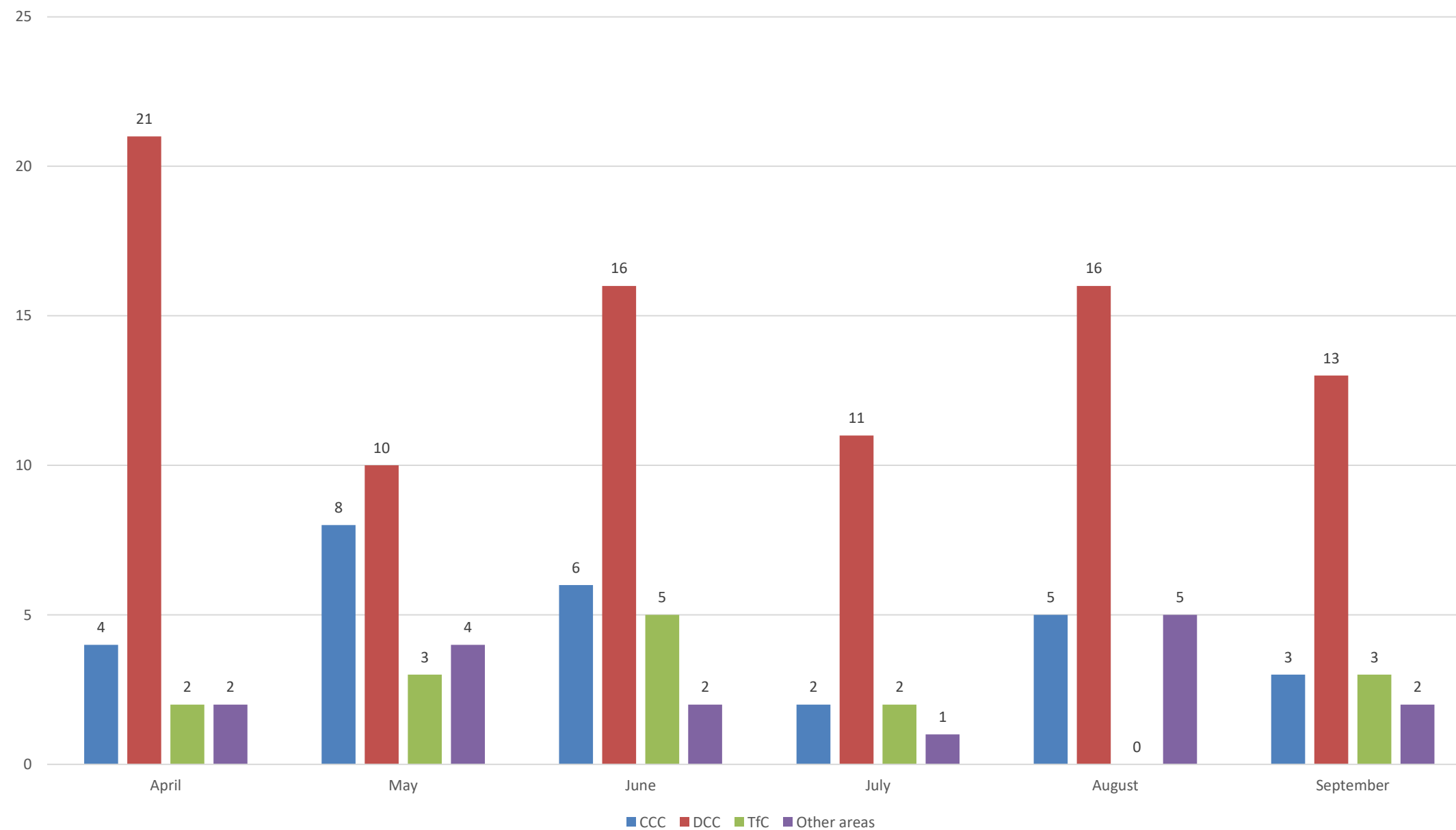
## Observations

- Call centre team based in Durham
- 8 staff members trained
- Call centre has taken 199 calls between April – September
- 146 of the calls have been signposted – 73%
- Call centre team regularly pass on enquiries to the Adopt Coast to Coast email account
- 25 emails from the call centre to the Adopt Coast to Coast email account between April – September

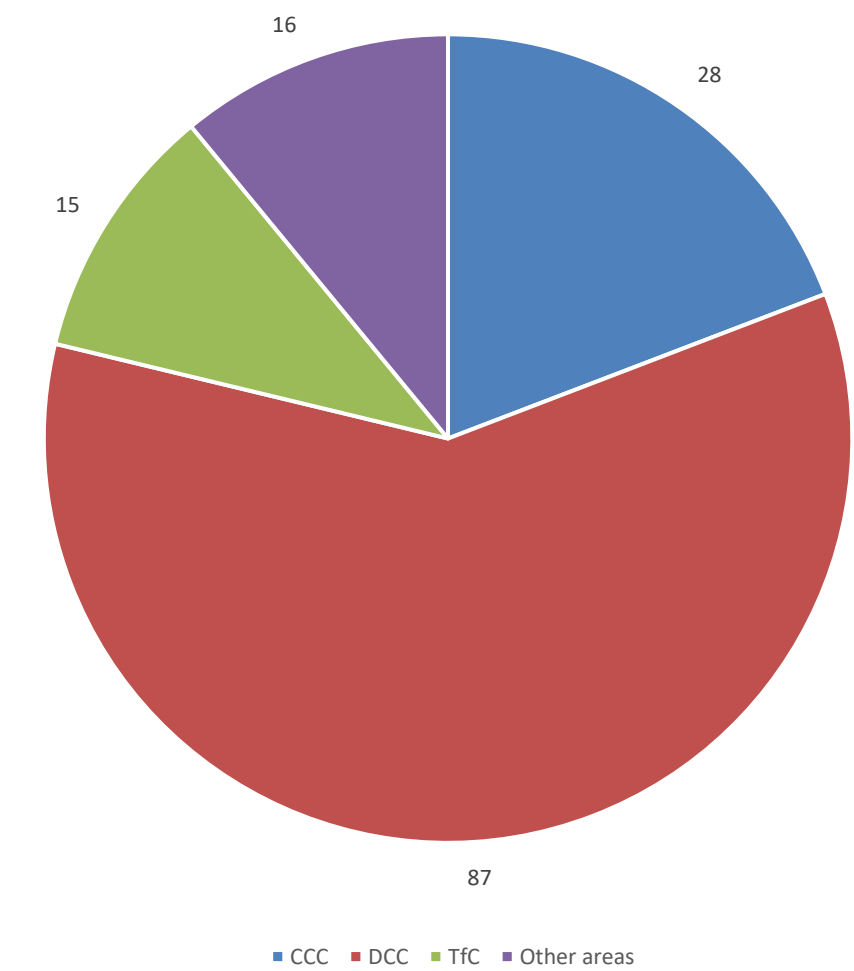


# Call center calls -by area

Signposted phonecalls by area  
April - September



Signposted calls by area  
April - September



■ CCC ■ DCC ■ Tfc ■ Other areas



# Enquiry numbers

## Observations

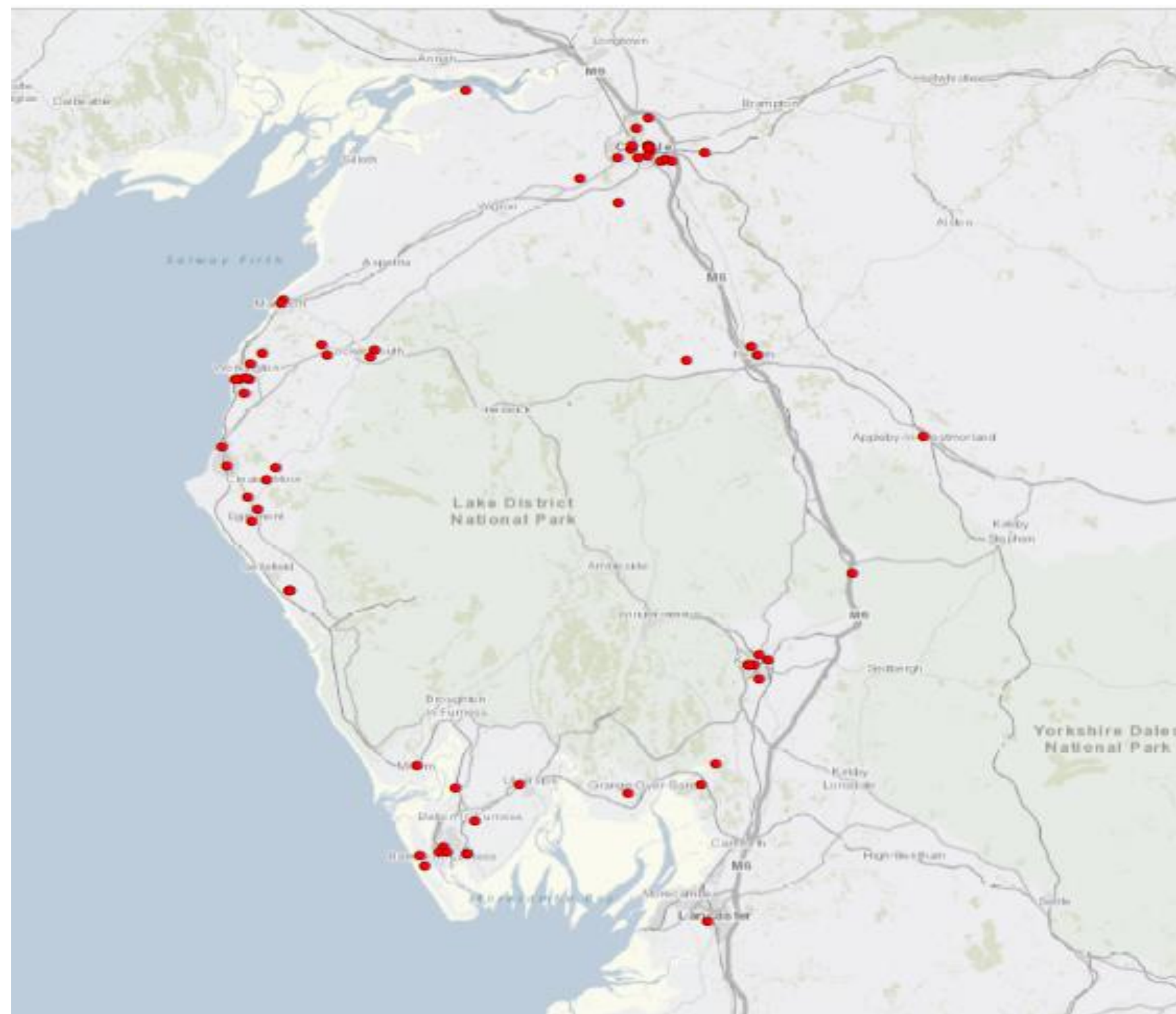
- Between April and September 2021 we have received 273 RAA enquiry forms
- For the same time period last year the spokes collectively received 155 enquires
- 5 of the forms are listed twice as they have started two applications for various reasons e.g. timing
- NB some of Cumbria's enquiries have since gone to other spokes

Cumbria  
92

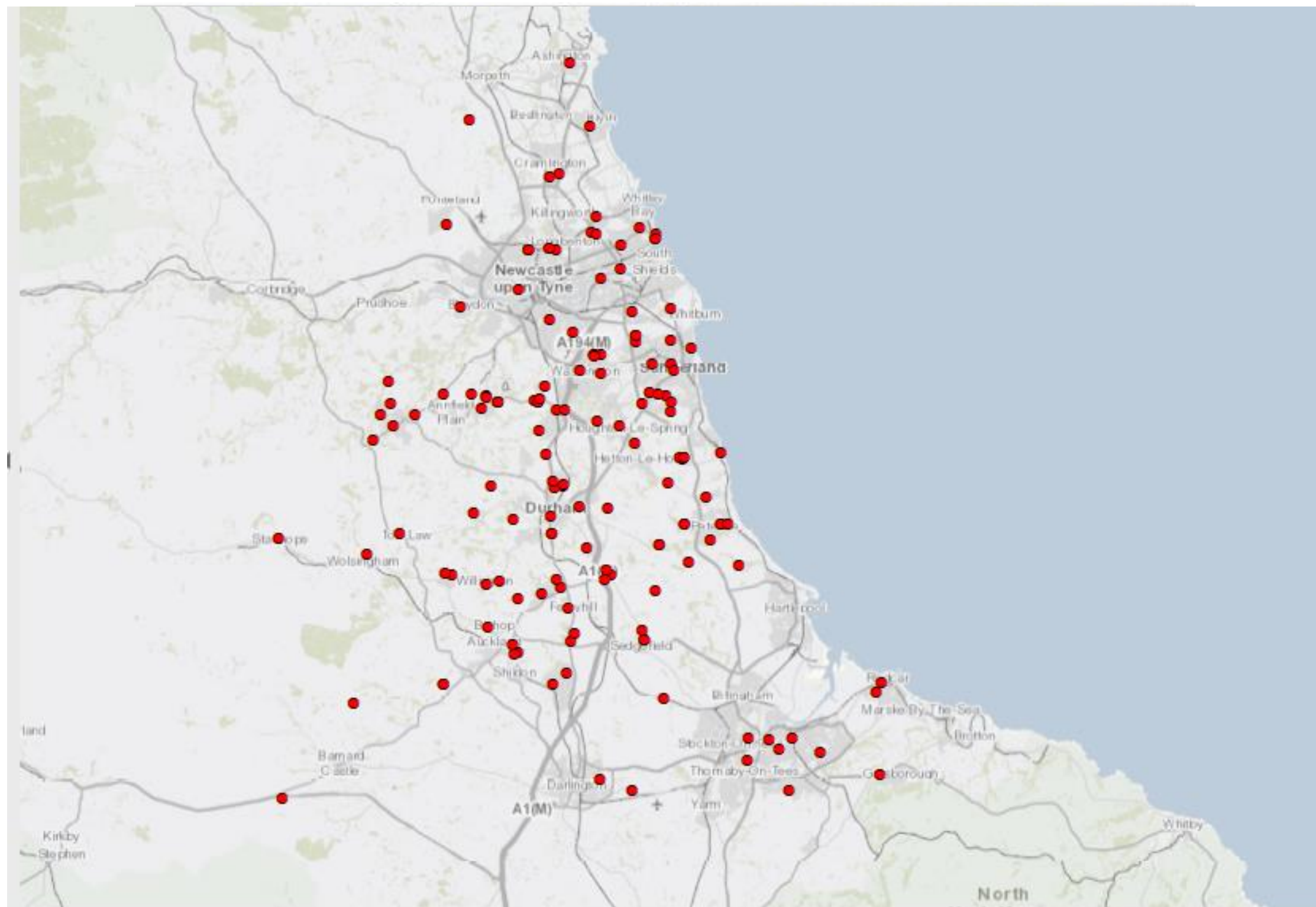
Durham  
115

Together for Children  
66

# Mapping enquiries – Cumbria



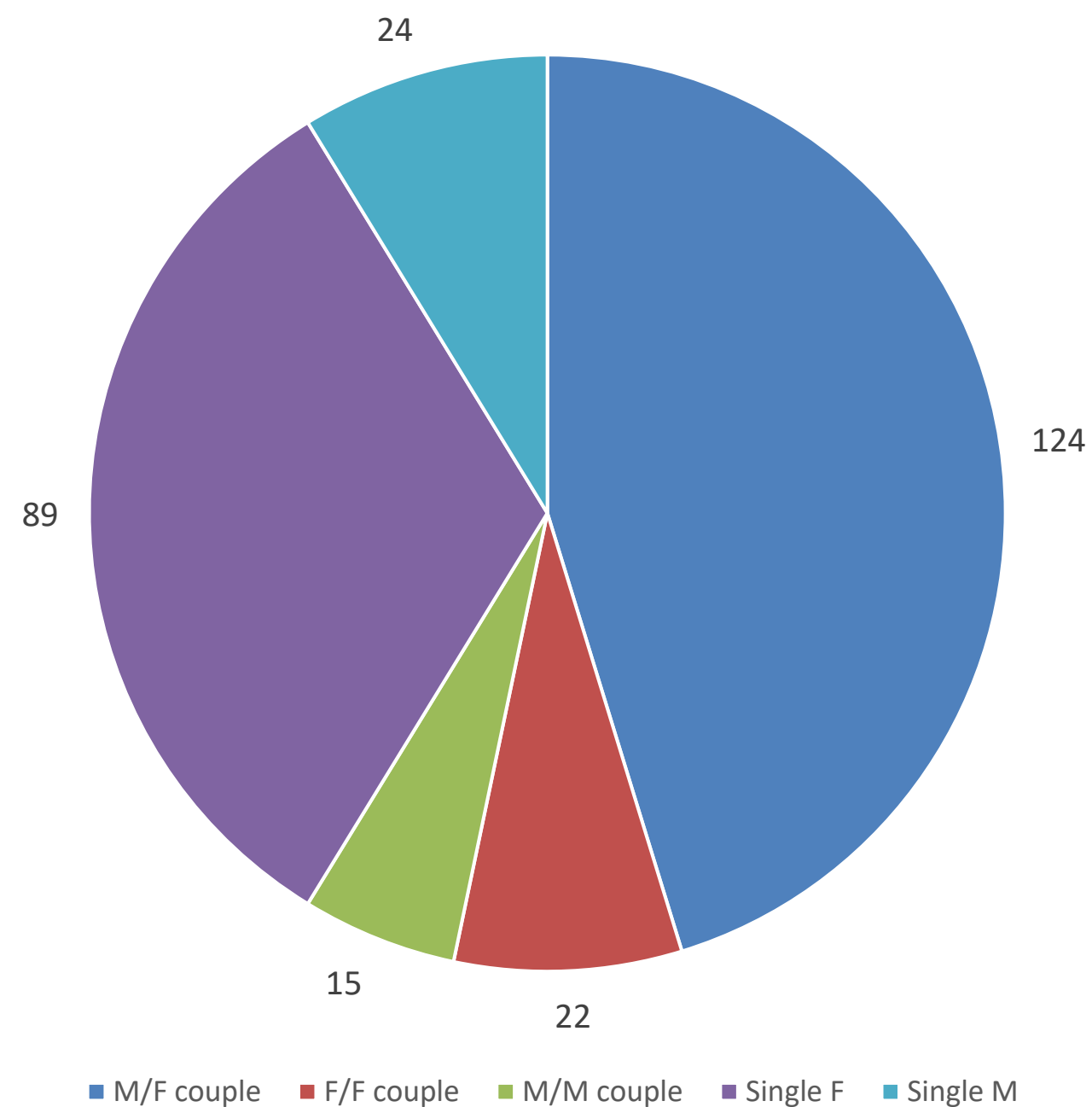
# Mapping enquiries – North East



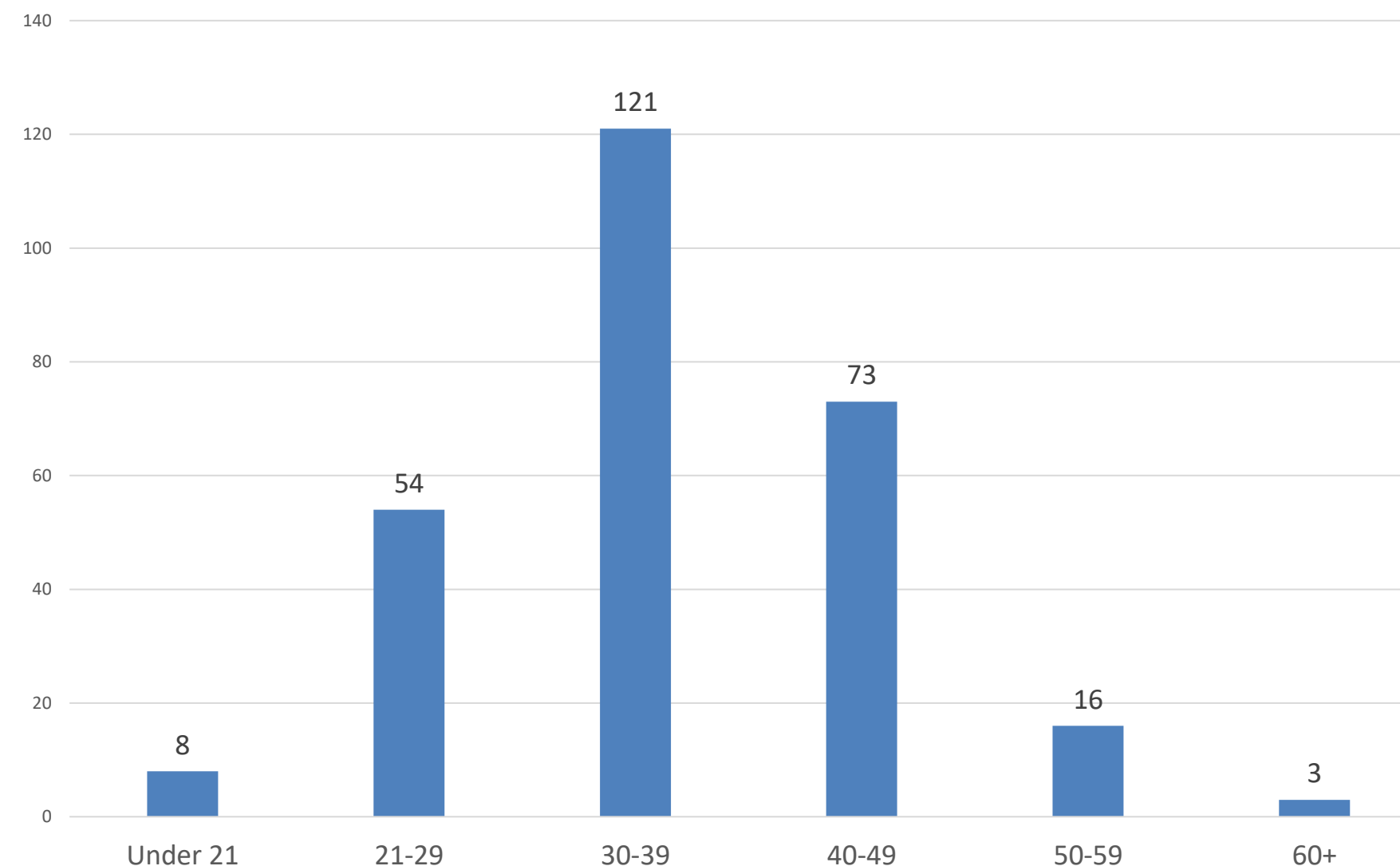


# Enquirer – marital status and age

Marital status (number)



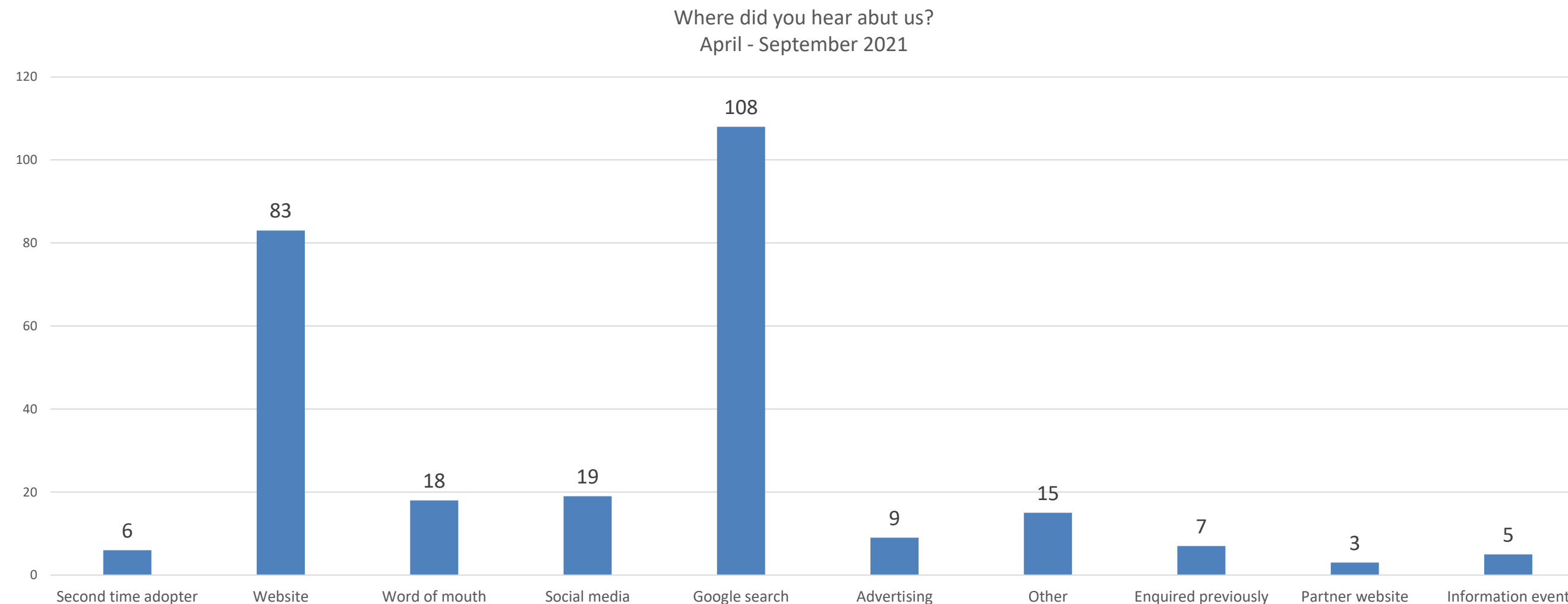
Age of primary enquirer - April - September



# Enquiry – where did you hear about us?

## Observations

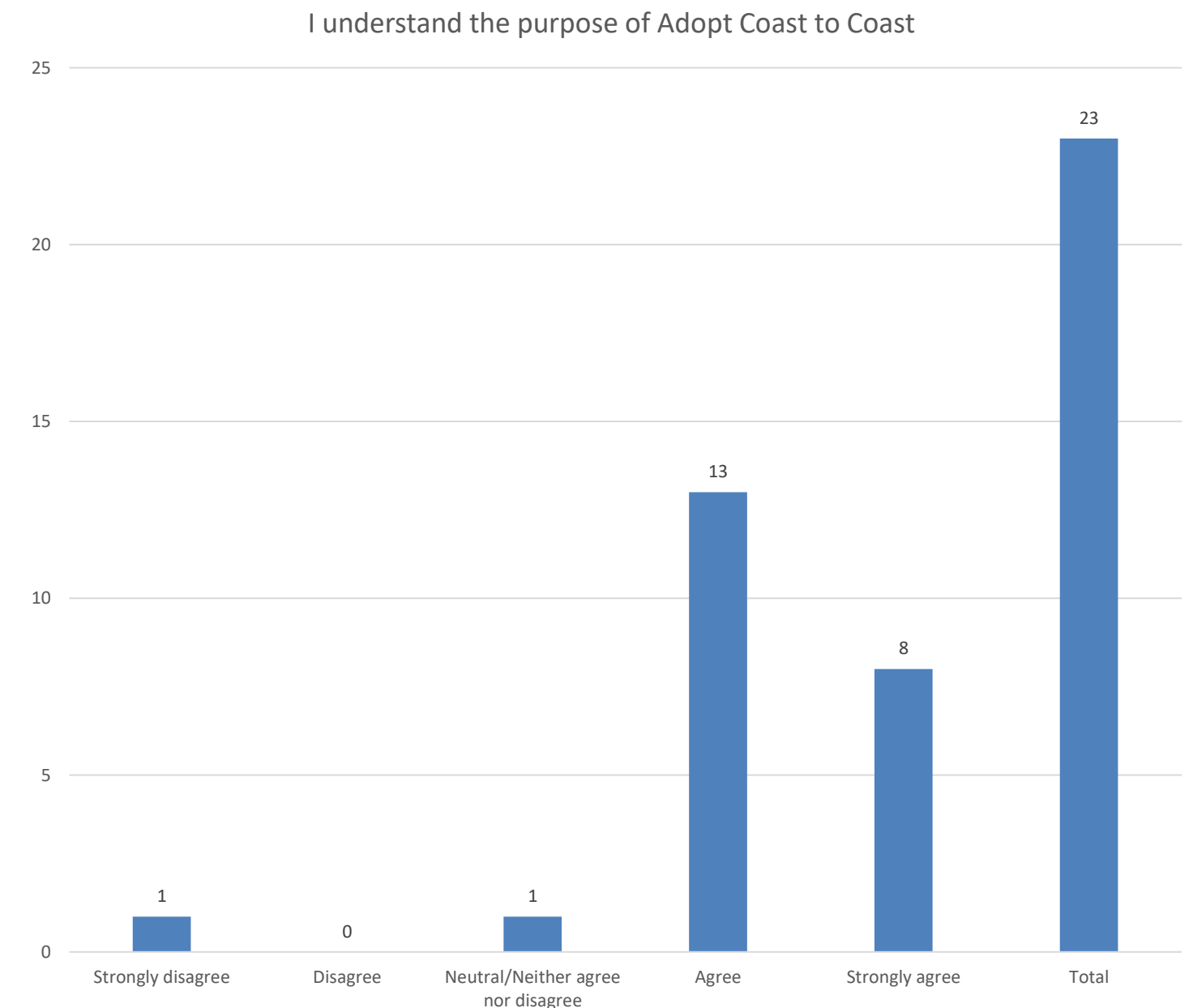
- Investment in Google adverts worthwhile – 40% of enquiries from Google
- Website is our second biggest recruitment tool – 30% of enquiries from website
- Adopters and reputation are key to recruitment



# Staff engagement

## Observations

- Survey carried out after launch
- The survey was sent to 48 employees – 29 response so a response rate of 60%
- All bar one respondent (96%) said they liked welcome pack
- 48% of respondents agreed they felt like they were part of Adopt Coast to Coast, 22% disagreed with the statement while 30% neither agreed nor disagree
- 91% agreed they understood the purpose of Adopt Coast to Coast
- 83% agreed they understood the objectives of Adopt Coast to Coast





# Adopter event

## Observations

- First Adopt Coast to Coast adopter event
- Held at Walby Farm – ideal during Covid
- United all three spokes
- 38 families signed up for the event
- Over 130 attendees
- 24 households from Cumbria
- 10 households from Durham
- 4 households from Sunderland
- Team members from all three spokes attended

“Really good venue with plenty of activities regardless of age (our son is under 2 but there was still a lot for him to do). The team from coast to coast made us very welcome and did keep checking in with us throughout the day! Think the time slots for us to attend activities was a very good idea as it made us feel more comfortable with speaking to people around us. PLEASE DO THEM ANNUALLY!!”

**Amy, Durham**

“It was a great opportunity to make new connections. I think that the idea for the event was absolutely perfect. The children all got a lot out of it and that's the main thing.”

**Louise, Cumbria**

“Same again! Or something very similar. The less structure the better. Space to run around and play with new friends was a joy to watch. Set timed workshops and craft activities don't allow children to chat and play together easily. And if it's too rigid with timings it gets stressful getting them to the right place at the right time. Outdoor space is perfect.”

**Morna, Cumbria**

# Next steps

## **Governance Board – priorities first**

- Hub training for Cumbria County Council and Together for Children call centre teams to ensure universal response is given to enquiries
- Create examples of social media posts which highlight financial support for Board to consider
- Marketing budget estimate for 2021-2022
- Produce a wish list for Corporate Social Responsibility support
- Thematic audits by Head of Service – two per quarter starting with early permanence and inspection readiness
- Audit specific cases that did not achieve agreed contact timescale of next working days and initial visit within 10 working days
- Continue to audit Stage 1, Stage 2 and approval to match timescales where national return highlights performance outside of statutory requirements
- Congratulations cards sent to adopters at point of approval and point of match from Governance Board
- Concerns raised by perspective adopters/enquirers that do not reach the formal complaints process and formal complains are to be sent to Head of Service for a quarterly audit
- Develop practice list and as a matter of urgency agree consistency and acceptable differences for adopter journey

# Next steps (continued)

## **Website**

- Adding more videos (using remaining budget)
- Improving the event booking system
- Greater analysis of customer journey – where are the drop-off points, what improvements can we make etc
- Improvements to digital advert landing page – boost conversion
- More articles on a variety of topics – help SEO
- Improve understanding of conversion
- Improvement to 'the adoption process' page

## **Social media**

- Continue with paid social activity
- Build relationships with people who will share content
- Add more real-life stories
- Greater appeals e.g. three young boys
- Grow followers
- Encourage adopters to share their stories
- Greater range of posts e.g. more child angle

## **Staff engagement**

- Employee engagement plan developed
- Regular in-person meetings
- Sub-groups developed for practice issues
- Regular emails from hub



