

One Adoption West Yorkshire



One
Adoption
Agency
WEST YORKSHIRE

ADOPTER RECRUITMENT MARKETING STRATEGY 2023 - 2024

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SITUATION

LOCAL POSITION

At the start of the 2023/24 financial year there are **153 children** in the One Adoption West Yorkshire region who have a plan for adoption but are not yet matched. There are **28** available adopters who are approved not matched.

Whilst the majority of children with a plan for adoption are individual children with white British heritage, priority needs to be given to finding adopters for children who typically wait longer, who are:

- Siblings
- Over five years old
- Black or mixed black heritage
- Roma heritage
- Additional health needs

Of the 153:

84 are in sibling groups

33 are of ethnically diverse backgrounds

20 are over 5 years old

1 has additional health needs

OAWY needs to recruit **111+** adoptive households (for 69 single children and approximately 42 sibling groups).

NATIONAL POSITION

At the end of Q3 2022-23 there were **1980** children in England with a plan for adoption but not matched, and **2340** adopters approved not matched.

The Department for Education's National Adoption Strategy (2021) highlighted that:

- Over half of children waiting had been waiting for over 18 months – with sibling groups, children over five, those from ethnic minorities and disabled children disproportionately affected.
- Insufficient numbers of adopters are being recruited nationally
- The mismatch between approved adopters' desires and abilities and the needs of the children waiting.
- That agencies should be more flexible in recruitment of adopters in terms of class, income, home ownership and spare rooms.
- Concerns about prioritising ethnicity in matching.



AIMS & OBJECTIVES

Agency aims

As per the One Adoption West Yorkshire three-year plan 2021 - 2024 the agency's mission statement is:

"To find loving families who can meet the needs of children and offer an innovative and supportive approach to all those affected by adoption."

Included in the agency's priorities is:

"To meet the needs of the children we will recruit and assess a diverse range of adopters."

Marketing aims:

- Recruiting adopters, with a key focus on **priority** groups of children
- Raising the profile of One Adoption West Yorkshire
- Protecting and enhancing the reputation of One Adoption West Yorkshire

Marketing objectives:

| Objective | How measured | Target by April 2024 |
|---|--|---|
| Increase in brand awareness | The number of people accessing our website; and engaging with our social media posts. | 79,000 web visitors (+5%) 4500 Facebook followers (+10%) 1350 Instagram followers (+50%) |
| Increase in engagement and direct contact | The number of people completing enquiries, information event bookings and phone calls. | 2050 enquiries (+5%) 717 Information event bookings (+5%) |
| Increased number of people attending the information events and submitting ROIs | Event attendance logs ROIs submitted | 402 households attending an information event (+5%) 170 ROIs submitted (+8%) |



STRATEGY

INSIGHT

2022/23 data (21/22)

West Yorkshire

Number of enquiries (phone calls and web forms): **1953** [1581]

Number of households attending information events: **397** [428]

Number of ROIs received: **152** [138]

Number of adopters approved: **102** [113]

Conversion rate from attendance at information event to approval/ process ongoing after 18 months: **30%** [24.5%]

Conversion rate from ROI to approved adopter after 24 months: **66%**

Marketing spend per household attending information event: **£57** [£58]

Regionwide

Visitors to the One Adoption website: **75,381** [84,899]

Average session length: **2 mins 37** [2 mins 30]

Number of conversions* on the website: **1205** [1857]

** completing an action on the website (web enquiry form/ phone call etc).*

BUDGET

The regional marketing budget for One Adoption is **£75,000** made up of £25K from each agency.

OAWY has also allocated an additional **£5K** for local campaigns.

Estimated breakdown of spend

| | |
|--|-------|
| Search advertising | 36000 |
| Social media advertising | 7200 |
| Print advertising | 7200 |
| Other digital advertising | 3600 |
| Website | 3000 |
| Video production | 4800 |
| Admin tools (design/ video/ podcast /social scheduler) | 2200 |
| Contingency | 11000 |



AUDIENCE

To target the right people with our marketing we need to segment our potential audience using different characteristics:

Demographics:

Age: 30 to 50 years old for heterosexual people and 25 to 50 years old for people who are LGBTQ+

Geography: People who live in West Yorkshire and the surrounding areas.

Motivation:

People who are unable to complete their family through traditional means, due to:

- Infertility or other health issues
- Being in a same-sex relationship
- Being single

People who want to adopt for altruistic reasons, including:

- People of faith
- People who work in health/ care or teaching professions

Agency need:

People who are more likely to adopt a child in one of the priority groups

(siblings, older children, children of Black or mixed Black ethnicity, Roma children, children with health or additional needs).

- Older couples – empty nesters
- People from Black Caribbean, Black African communities
- People with Eastern European heritage
- People of faith
- People who work in health/ care or teaching professions



APPROACH

CHANNELS



We will continue with a digital-first strategy. This has proved to be a cost effective way of reaching a wide and varied audience, it can be targeted and is measurable.

| Owned | Earned | Paid |
|--|--|---|
| Organic posts on social media: Facebook Instagram Twitter LinkedIn | Partner agency websites (local authorities/ NHS) | Paid search advertising (Google Ads)- Always on campaigns |
| One Adoption Website | Adopter Voice Facebook Group | Social media advertising – Facebook and Instagram. Events and campaigns |
| Podcasts | Public Relations – stories in local media | Video ads on YouTube and Spotify |
| Email marketing (subscribers) | Pride and other community events | Adverts in regionwide print media and NHS publications |

CHANNEL DEVELOPMENT

Google ads: Moving to a mobile-first strategy with a focus on increasing conversions.

Website: Investigating introducing a chatbot feature and real child profiles.

Podcasts: Creating a podcast series, sharing real adopter stories about parenting adopted children.

Social media: Developing a suite of short promotional films to use across social channels. Investigating possibility of introducing child-specific advertising.

KEY MESSAGES

"One Adoption West Yorkshire is the adoption service for your local council"

"One Adoption welcomes and encourages applications from people of all backgrounds and ethnicities"

"There are lots of adoptive families - many others have done it and you can hear their experiences"

"Adoption is challenging, but rewarding and fulfilling"

"One Adoption West Yorkshire provides a unique support offer, including access to a Multidisciplinary Team of specialists to support right through the application and approval process and beyond"

"We're not looking for perfect parents, but we are looking for someone who is resilient and flexible and can commit to providing a child with a safe, stable, secure and loving permanent family into adulthood."

"One Adoption is an LGBTQ+ friendly adoption agency and welcomes applications from people of all genders and sexualities."



CAMPAIGN THEMES



| Theme | Audience | Channel | Notes |
|-----------------------------------|--|---|---|
| Siblings | All | All | Priority group Always on |
| Early Permanence | All | All owned and paid | Always on (Priority need) |
| BAME adopters | Black, Asian, Eastern European communities | Social channels Targeted paid channels relevant to community | Priority group Always on |
| Older children | Empty nesters | Social channels Paid traditional | Priority group Always on |
| Children with health needs | People of faith Health/ care employees | Social channels NHS / LA/ education partners' channels Faith groups | Priority group Always on |
| LGBTQ+ adopters | People who are LGBTQ+ | Social channels New Family Social Pride Events | Coincide with LGTBATFW and Pride events |
| Myth busting | All | Social channels - organic | Regular filler posts |
| Brand awareness | All (top of funnel) | Social channels - organic | Regular filler posts |
| Support | All including existing adopters | Social channels - organic | Regular posts to coincide with activity |
| Information events | All | Organic and Paid social channels Website | Monthly boosted posts |

DELIVERY CALENDAR



| Month | Key Themes* | Key events |
|------------------|---------------------------------------|---|
| April | Early Permanence | Launch EP podcast Sibling day (10th April) |
| May | Adopting a child with health needs | |
| June | Support offer LGBT | National campaign Pride events |
| July | Myth busting LGBT | Pride events |
| August | Brand Awareness LGBT | Pride events Yorkshire Day (1st August) National Playday (3rd August) |
| September | Adopting a child with health needs | FASD awareness day (9th Sept) |
| October | Early Permanence BAME adopters | National Adoption Week Black History Month |
| November | Myth busting Single adopters/ dads | International Men's Day (19th) |
| December | Siblings Support offer | Christmas (keeping siblings together) |
| January | Brand awareness | New Year (new start) |
| February | BAME adopters Early Permanence | |
| March | LGBT | LGBT Adoption and Fostering Week International Women's Day (4th) |

*in addition to 'always on' themes and information event promotion

LOCAL CAMPAIGNS

OAWY has allocated an additional budget of £5K to spend on local targeted campaigns which will be needs-based and focus on finding adopters for children who wait longer. This is likely to be allocated to **Early Permanence** campaigns and those to recruit adopters from **Black African, Black Caribbean and mixed-black communities**.

The timescale and specific channels will be decided in negotiation with the recruitment lead and head of agency.

NATIONAL CAMPAIGNS

In addition to the local and regional campaigns identified, One Adoption will be supporting the annual campaigns arranged by the National Adoption Steering Group (**YouCanAdopt**) and **New Family Social**.

We will support the national campaigns by sharing collateral and aligning our messaging where it meets our objectives.

National campaigns planned for 2023/24 include one highlighting the many variations of **support** available to the families who adopt, which will enable One Adoption to demonstrate the high level of support on offer.

IMPACT

Monthly progress reports will be presented at Senior Leadership Team meetings. Regular monitoring of outtakes and outcomes from the marketing outputs and development of these channels will be required to ensure best results through a continuous cycle of review and improvement.

Regular meetings between the marketing lead and the recruitment and assessment service delivery manager will take place to ensure delivery is reflecting changes in demand and that recruitment teams are aware of marketing work, key messages and can enable these to be reflected at local level.

