

Edinburgh council fostering campaign wins award

FOSTER CARE CAMPAIGN WINS NATIONAL AWARD

A foster care recruitment campaign run by the City of Edinburgh Council has won a major UK award.

[Foster Me Foster Us](#) came out on top in the finals of the Association of Public Service Excellence Awards 2013 last night.

The project, which won the 'Best Efficiency Initiative', has increased the number of approved foster carers in the city through an engaging recruitment campaign using a recognisable brand. In 2012/13 there was a 55% increase in new carers registering which saved the Council £800,000.

The [APSE Awards](#) recognize excellence in public sector service delivery in local authorities across the United Kingdom.



Convener of
Education – Paul
Godzik

Councillor Paul Godzik, Children & Families Convener for the City of Edinburgh Council, said: "I'm delighted that Foster Me Foster US has achieved this national recognition. The campaign has been really successful in attracting new carers but we still need more as there's a real shortage of foster carers across Edinburgh.

"We want to encourage more people to consider becoming carers for children and young people. All sorts of different people have the skills and qualities for fostering which is a hugely rewarding and really important job. It benefits some of the

most vulnerable children in our society, helping them build a bright and confident future.

“I also want to congratulate all the other Council finalists as they deserve this national recognition for the work they continue to put in to improve Council services and deliver improved outcomes for Edinburgh residents. Our frontline services continue to ensure that the people of Edinburgh are well cared for and looked after.”

Four other Council projects were shortlisted at the awards:

Best Public/ Voluntary Partnership Working Initiative – *The Lighthouse Keeper Joint Transition Project.*

Best Service Team Sports, Leisure & Cultural – *Libraries – Unafraid of the future*

Best Employee & Equality Initiative – *Workstyle*

Best Information & Communication Technology Initiative – *CECiL*

Anyone interested in finding out more about fostering can call the City of Edinburgh Council free on 0800 174 833 or visit the [website](#).