

Better Together

Celebrating one year of
Local Authority Fostering
South East

Class of 2024 / 2025



This time last year, after months of tireless planning, heartfelt consultation, and countless hours of preparation, we opened our website and recruitment lines to the public for the very first time. We were live. We were ready. We'd made it.

The wave of relief, the surge of pride, and the nervous excitement about what the future might hold—it was unforgettable. Can you still feel it? Because I can.

The months that followed brought their fair share of challenges. But through it all, we've pulled together—supporting one another, adapting, learning, and growing. And today, we stand stronger, more connected, and more determined than ever to make a lasting difference in the lives of children and young people across our region.

Here's to another year of inspiring teamwork, unshakable commitment, and the many futures we're helping to shape—together.

Thank you for your hard work, passion, expertise and continued support.

Anne-Marie Ali

Local Authority Fostering South East



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SOUTH EAST

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Events and Campaigns

Over the past year, we've delivered a strategic, theme-based marketing plan aligned with key calendar moments, helping tailor our recruitment messages for maximum impact. A bespoke campaign with a creative agency further boosted reach and brand awareness through targeted advertising. Highlights included our launch event and a special visit from the Minister for Children and Families, shining a spotlight on LAFSE.

Monday 08th July 2024

Councils join forces to recruit more foster carers

Councils from across the South East have come together to create the country's largest local authority fostering partnership, in a bid to increase the number of foster carers across the region.

With over 11,000 children in care across the South East, and fewer than 3,000 local authority approved foster carers, there is an urgent need to recruit more people to provide safe, loving, and local homes for vulnerable children.

Bracknell Forest Council is the lead for the fostering recruitment hub on behalf of the region. It has been a collaborative effort working with partner local authorities to deliver this fantastic new fostering hub.

Launching today, Monday 8 July, Local Authority Fostering South East is a new virtual fostering hub bringing together the expertise of 20 councils from across the region.

The new hub will make sure that prospective foster carers have access to a centralised platform for their initial enquiries about fostering. It will see local authorities work together to provide the best support, right from the start of a carer's fostering journey.

The new regional hub will be running marketing campaigns to raise awareness of this unique role and encourage more people to take the next step in becoming a foster carer with their local council. In doing so, they will benefit from comprehensive local training, generous financial assistance, and ongoing support from a non-profit organisation.

South East Regional Strategic Lead, said:

"This is a really exciting time for fostering. For the first time in the South East, we are leveraging the collective skills, knowledge, resources and support of 20 local authorities to make sure children and young people have a stable home, in a loving family, which they all deserve.

"The new hub will make this possible by increasing the number of local foster carers and making sure they are well supported through their recruitment journey and beyond.

"I would urge anyone interested in fostering to get in touch with us to find out more about becoming a foster carer with your local authority."

Councillor Roy Bailey, Executive Member for Children and Young People, said:

"We are delighted to be working with our partner local authorities as part of this ground-breaking, collaborative approach to foster carer recruitment.

"With the declining number of foster carers, and the increased need for them by vulnerable children, we hope this funding will help us to shine a light on the desperate need for foster families and the incredible work they do to support those who need it the most.

"All children deserve to feel happy, safe and loved. The new hub will make sure we can find as many homes as possible for children who need them. We also hope it will encourage more people to become foster carers."

Celebrating the launch of LAFSE, July 2024



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Monday 01st August 2024

Local authorities host new minister's first fostering visit



Twenty local authorities in the South East have hosted a visit from newly appointed Minister Janet Daby MP.

The visit from the Labour MP for Lewisham East, and former children's social worker, follows the launch of Local Authority Fostering South East. This is a Department for Education (DfE) funded project to recruit more foster carers across the region. The project has become the largest local authority fostering recruitment hub in the country.

Minister Daby met with foster carers, care-experienced young people and representatives from Local Authority Fostering South East. The visit took place in Time Square, Bracknell Forest, on Wednesday 31 July.

The minister heard about the Mockingbird support programme for foster carers, and the new innovative approach to foster carer recruitment. This includes the joint marketing campaigns running across the region to attract more people willing to take on this life-changing role. It is Daby's first engagement with fostering services since becoming Parliamentary Under-Secretary of State in the DfE.

Janet Daby, Minister for Children and Families, said:

"We know that there's a growing demand for foster placements across the country and we must do more to recruit and retain more foster carers.

"I met with the South East's newly launched recruitment and retention hub team to find out how they will offer support to prospective foster carers, improve the transition to becoming a carer and encourage more people to foster children.

"I encourage anyone with an interest in fostering in the area to get in touch to find out more and help to give children growing up in care every possible opportunity for better life chances."



Black History Month, October 2024

Supporting Global Majority Children in Care
Black History Month 2024



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Supporting Global Majority Children:
Sharing Experiences

FREE Online Workshop
Tuesday 8th October
1pm - 2pm



Black History Month 2024



LOCAL AUTHORITY
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Supporting Global Majority Children:
Hair & Skin Care

FREE Online Workshop
Tuesday 15th October
1pm - 2.30pm



Black History Month 2024



Supporting Global Majority Children
Workshops running throughout October

“Extremely helpful and
informative - amazing
how much you
covered in an hour”
Workshop Attendee

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#BlackHistoryMonth

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Supporting Global Majority Children:
Food & Cookery

FREE Online Workshop
Tuesday 22nd October
1pm - 2.30pm




Black History Month 2024




LOCAL AUTHORITY
Fostering SOUTH EAST

Supporting Global Majority Children:
Language & Cultural Dress

FREE Online Workshop
Tuesday 29th October
1pm - 2pm



Black History Month 2024



Shine a Light on Fostering, November 2024

West Berkshire
COUNCIL



SHINE A LIGHT

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Isle of Wight
Council



SHINE A LIGHT

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FOSTER
for Medway



SHINE A LIGHT

LOCAL AUTHORITY
Fostering SOUTH EAST

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Kent
County Council
kent.gov.uk



SHINE A LIGHT

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Fostering
Southampton
Making a difference



SHINE A LIGHT

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FosterPortsmouth
SHINE A LIGHT



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Meet the Team, December 2024

Enquiry Officers from across the region participated in a countdown to Christmas.

Meet the team



Indy

West Berkshire Fostering
Creating Lives, Creating Futures

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Meet the team



kafayah

FOSTER
for Medway

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Meet the team



Lucy

Brighton & Hove
City Council

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Meet the team



Jo

SOUTHAMPTON
CITY COUNCIL

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Meet the team



Heather & Sue

East Sussex
County Council

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Meet the team



Faye

Hampshire
County Council

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Meet the team



Jessica

MK Milton Keynes
City Council

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Meet the team



Emilie

FosterPortsmouth

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Meet the team



Jane

west sussex
county council

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Meet the team



Hannah &
Jackie

WOKINGHAM
BOROUGH COUNCIL

LOCAL AUTHORITY
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Meet the team



Lucy

Isle of Wight
Council

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Meet the team



Amy

SURREY COUNTY COUNCIL
FOSTERING SERVICE

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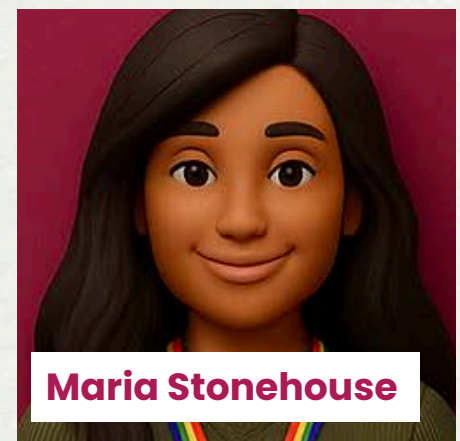
The LAFSE Hub Desk



Senior Project Delivery Manager



FA Lead & Sub-Cluster Enquiry Officer



Data Manager



Project Support Officer

Foster their Dreams. Foster their Future. Foster their Success. April 2025



Meet our Fostering Ambassadors. May 2025

Not sure if fostering is right for you?

Let's talk!

Call 0300 1312797

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Supporting Pride, June 2025

**Your identity is
not a barrier
– It's a strength**

Foster with Pride.

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MK Milton Keynes
City Council



Happy
PRIDE MONTH



**HAPPY PRIDE
MONTH, SURREY!**

Fostering welcomes everyone



Foster with Slough



Foster with *Pritle*

Thinking about fostering?
You could help a child or young person in Slough be Happy, Safe & Loved, Thriving!
Contact us to find out more.

Visit: www.fosterwithslough.co.uk Call: 0300 131 2797 Text FOSTER to: 690777



#RefugeeWeek

**No child should
face the world
alone.**

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#RefugeeWeek



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#RefugeeWeek

**You're safe now.
I'm here for you.
You're not alone
anymore.**

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#RefugeeWeek



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#RefugeeWeek

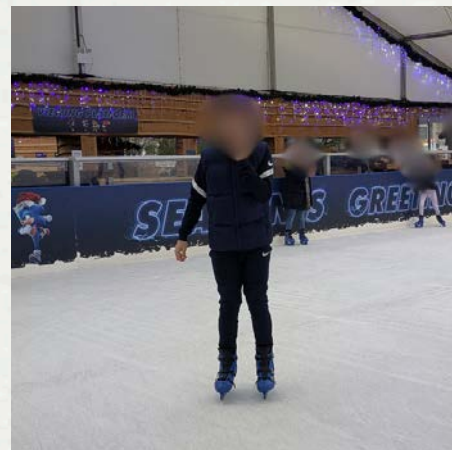


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Participation and Engagement

Sub-Cluster Launch Events



Group Singing Workshops

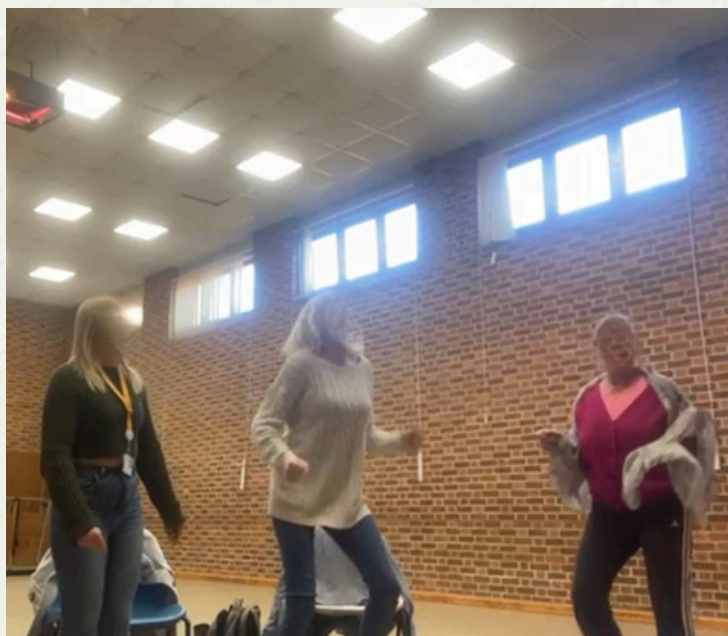
 **MOCKINGBIRD FAMILY MODEL**

MUSIC SPEAKS VOLUMES

Be a part of something special.

LOCAL AUTHORITY Fostering SOUTH EAST

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Looking forward to the year ahead

As we open a new chapter for LAFSE, we're delighted to welcome new colleagues and celebrate the continued growth of our HUB team. With refreshed team structures and evolving roles, we're bringing in new skills, fresh perspectives, and expanded capacity to support our collective goals.

This period of change marks a positive step forward, as we begin planning the next phase of our recruitment activity. New materials, improved processes, and creative approaches are being introduced to strengthen our impact and reach.

Collaboration remains at the heart of everything we do. Through ongoing consultation with our partners, we continue to shape a service that reflects shared priorities and responds to the needs of every local authority we support. Together, we're building a stronger, more responsive future for fostering recruitment across the region.

Press Release, for Local Authorities to share in their community

Local authority fostering South East (LAFSE) has successfully been approved funding for a 2nd year by the Department of Education.

Our first year saw the creation of a hub to bring together 20 local authorities in the South East to increase fostering recruitment in our region. We worked collaboratively to create a centralised CRM system, a centralised phone system, regional marketing, regional data reporting, shared training sessions, employing foster ambassadors and various events to bring us together. We spoke to over 3,000 people about fostering, with 20% going to initial visit and 10% into assessment.

This year, LAFSE are creating an even bigger team to strengthen our offering further, alongside partnering with CareFriends to boost recruitment and conversion, creating a wider marketing plan, strengthening harmonisation practices and the hub taking initial visits – all with the key aim of recruiting more foster carers.

We're very excited for what year 2 will bring us!

Support the recruitment of foster carers in your community by sharing our messages on facebook and instagram @LAFosteringSE.

Think you could foster? enquire today, we'd love to progress your interest further. Enquire online at www.lafosteringse.org.uk

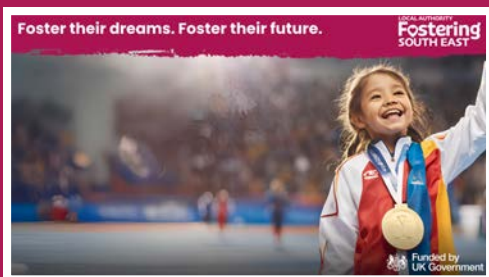
New branded assets available to download, via the links below:



MS Teams Background

LAFSE branded backgrounds for Microsoft Teams are also available for colleagues to adopt. These feature images from our Successful Launch Pad Campaign: Foster their Dreams. Foster their Future.

Download all 5 designs [here](#).



Email Footers

Dual-branded email signatures have been created for colleagues across the region to help strengthen our shared identity.

We encourage all staff to adopt these designs to support consistent branding and increase regional visibility in every communication.

Download via WeTransfer

1. [Isle of Wight](#)

2. [Southampton](#)

3. [Portsmouth](#)

4. [Hampshire](#)

5. [WestBerkshire](#)

6. [Oxfordshire](#)

7. [Slough](#)

8. [Surrey](#)

9. [Bracknell](#)

10. [Medway](#)

11. [Wokingham](#)

12. [Kent](#)

13. [Milton Keynes](#)

14. [Reading](#)

15. [AFC](#)

Making a Difference, Together.

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