



Cafcass National Office
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Your ref: CAF 15-171
Our ref: Gov/CAF 15-171

Tel 0300 456 4000

26 October 2015

Re: Freedom of Information Request

Thank you for your request of 11 October 2015 which has been treated as a request under the Freedom of Information Act 2000. You made the following request for information:

Would be interested to hear what form your "sponsorship" of articles like this takes, cost & strategy behind it

Please see below for our response.

The partnership with the Guardian to use their recruitment portal commenced in April 2013. This provides unlimited online advertising of all Cafcass roles, promotion of particular vacancies as 'job of the week,' candidate matching and twelve print adverts per year.

The branded content partnership with the Guardian to sponsor the children's hub on their Social Care professional network commenced in December 2013. The sponsorship of the Children's hub, which is agreed by contract on an annual basis, provides Cafcass with a dedicated "Partnerzone". This is a digital channel for Cafcass to post content which highlights best-practice within the social work sector and innovative working practices at the organisation - all content is clearly labelled as paid for by Cafcass in line with the Guardian's sponsorship guidelines. Cafcass also sponsors a number of editorially independent pieces of content on the children's hub; and online Q&A sessions hosted by the Guardian on relevant topics - all are clearly labelled 'sponsored by' in line with the Guardian's sponsorship guidelines. We also receive advertising space for our vacancies on the Children's hub.

The cost of Cafcass' contract with the Guardian for sponsoring the Children's hub is exempt from disclosure for reasons of commercial sensitivity under section 43 of the Freedom of Information Act. However, together with the costs for the recruitment advertising contract with the Guardian, the contracts provide a reduction in cost of 27.4% in advertising and recruitment costs compared to 2010/11 and 2011/12. Both contracts are reviewed annually to ensure value for money.

Baroness Tyler of Enfield Chair
Anthony Douglas CBE Chief Executive





This sponsorship forms part of Cafcass' Recruitment and Retention strategy to promote Cafcass as an employer of choice. This strategy is integral to ensuring we have the capacity to deliver high quality of services provided to children and to Cafcass meeting the various challenges faced by many social work organisations currently, including:

- Rising demand (Q1 2015/16 Cafcass experienced the highest quarter on record for care demand and a 16% increase in private law demand from Q1 2014/15);
- Budget reduction and workforce reduction (£20 million and 11.3% from 2010 to 2014);
- A need to provide consistently good to outstanding services to the 114,000 children Cafcass supports annually, as validated externally by Ofsted.

This has allowed the organisation to promote itself as an employer of choice for the profession, which has encouraged the top talent in the social work sector to apply for any vacancies at Cafcass. The success of this strategy is evidenced by the national vacancy rate at Cafcass being just 2.52% (average in England at 15% (DfE 2015) and dropping from 13.91% in 2011/12 and 12.83% in 2012/13; agency numbers have reduced from 464 in 2011 to 107 as of July 2015). This has ensured that the maximum amount of our budget can be directed into direct work with children, by avoiding the need to spend money on agency workers to fill capacity gaps in the organisation. Currently 93% of our budget is spent on frontline social work.

We hope that you feel your question has been answered effectively. If you are unhappy with the decisions made in relation to your request, you may ask for an internal review to be undertaken. If you are dissatisfied with the way the internal review is handled or with the final decision made at that review about the information released, you are free to contact the Information Commissioner's office (www.informationcommissioner.gov.uk):

Post

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Wycliffe House, Water Lane,
Wilmslow,
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SK9 5AF

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01625 524 510

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Yours sincerely,

Governance Team

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Baroness Tyler of Enfield Chair
Anthony Douglas CBE Chief Executive

