

FCA Launch New Website Addressing The Shortage Of UK Foster Carers



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Foster Care Associates (FCA), the UK's leading Independent Fostering Agency (IFA), has launched a new carer-focussed website to step up its campaign to recruit new foster carers throughout the UK.



With a current shortage of up to 10,000 foster carers in the UK, FCA decided to enhance their online activity as part of their extended recruitment drive.

The new site provides potential foster carers with a guide to all of the considerations a foster carer may face, as well as developing into a general fostering-focussed information resource. Geo targeting has also been introduced to ensure intensive focus on the main cities across the UK.

Kevin Smith, Online Manager at FCA said: "As part of our online strategy, we've conducted extensive keyword research to identify what fostering-related terms people are typing into the main search engines. We want to make sure that FCA appears in the search results for all generic fostering related terminology. This website allows us to do that. It also confirms our position as a market leader in the [foster care](#) industry."

The new website also boasts a postcode search tool so that foster carers can find their local office, a glossary of the main terminology relating to [fostering children](#), extended detail about the different types of fostering placements and services delivered, an informative video library and an FAQ section.

"We appreciate that potential foster carers want to learn more about the local support services available in their area, and new features on the website such as the postcode search tool allows us to do that," said Marie-Louise Allred, Marketing Manager at FCA. "We expect it to become a valuable resource in addressing the shortage of foster carers across the UK."

Moving from a Local Authority based website (where the key focus was to promote FCA's fostering services to Local Authorities across the UK), the website now provides a guide for potential foster carers and existing foster carers, as well as helping Local Authorities and Health Trusts to access information.

About Foster Care Associates:
Foster Care Associates (FCA), part of the Core Assets Group Ltd, is the UK's leading Independent Fostering Agency (IFA) with offices operating throughout England, offering [fostering in London](#) and [fostering in Birmingham](#), as well as Wales, Scotland and Northern Ireland. Working in partnership with 180 Local Authorities and Health Trusts, FCA aims to provide 'quality care in a family setting' for over 2400 foster children who are looked after by FCA's 2100 foster families.

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