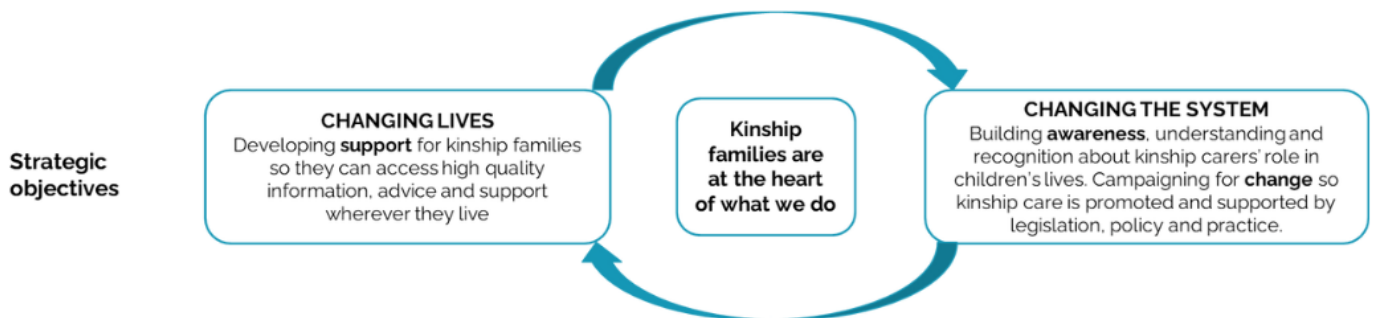




Kinship and The Triangle Trust

Kinship is the leading kinship care charity in England and Wales. Everything we do is about ensuring that kinship carers – the grandparents, siblings, aunts, uncles and other family and friends - and the children they've stepped up to raise are **recognised, valued and supported**.

Our strategic plan for 2022-25 places an emphasis on **changing lives** (by delivering services for kinship families) and **changing the system** (through raising awareness and influencing policy, practice and legislation). Uniquely, Kinship brings together extensive on-the-ground service delivery and connections with kinship carers to influence change at local and national level.



Kinship and The Triangle Trust

This is a pivotal moment for kinship care and Kinship is determined to achieve very significant changes to national policy for kinship carers in England and Wales. We want to transform the support they and their families receive, and also improve understanding of the value they play in keeping thousands of children safe and loved.

The Independent Review of Children's Social Care in England shone a spotlight on the potential of kinship care and described kinship carers as *"the silent and unheard majority in the children's social care system"*. As we await the Government's response to the Review's recommendations, Kinship has been incredibly effective at keeping the focus on kinship care. From working closely with Ministers and officials at the Department for Education to inform the development of their kinship care policies, to keeping the pressure on government through unprecedented levels of media, campaigning and public affairs activity, largely pinned around our [#ValueOurLove campaign](#), we feel confident that many key decision makers are now convinced of the unfairness of the system and the positive benefits to kinship families and society of equalising support with other types of families. Much success has been thanks to Triangle Trust funding which bolstered capacity in our public affairs and media teams at a critical time.

In Wales, where Kinship's policy work has been less developed, we are now researching the policy landscape and identifying opportunities. We plan to significantly increase influencing and campaigning work in Wales this year.

Kinship carers have struggled for too long. As the only charity in England and Wales with significant reach into the kinship carer community, and with the networks, expertise and evidence to effectively influence change, we owe it to kinship carers to ensure that we capitalise on unprecedented opportunities. We want to continue to deliver a highly effective influencing strategy to secure a step change in support and recognition for kinship families.

A proposal to The Triangle Trust to continue to invest in our influencing activities at a critical time

Following the Government's response to the Care Review, expected early in 2023, we hope to see the first ever national approach to kinship care support. However, given the economic climate and the major legislative changes required, which are unlikely in a fourth session of Parliament, it will take time for the changes we are campaigning for to become a reality. It is critical that we maintain pressure, particularly around these key milestones:

1. **Throughout 2023** – We will respond to the Government’s National Social Care Framework and any consultation issued to influence the Government’s proposals.
2. **Government strategy on kinship care in 2023** – We are hopeful that there will be a new (and first ever) strategy on kinship care. Work to influence this both behind the scenes and through our communications and influencing activity will be a key priority.
3. **General Election 2024** - We will work to ensure specific commitments to kinship care are included in key party election manifestos. We will be engaging with Parliamentary Prospective Candidates across the parties.
4. **2024-2025 New Westminister Government** – We will focus on building new relationships, ensuring new Ministers follow through on their commitments and ensuring kinship care remains a Government priority.
5. **Influencing any new legislation that may be drafted by a new Westminister Government.**
6. **Senedd election 2026** – Over the next three years we will develop relationships, increase our profile in Wales, and seek to influence party policies on kinship care to secure manifesto commitments.

How we will achieve our aims	Tangible outputs
Effective briefing during the passage of any legislation and Government consultations to inform development of new national policy and legislation expected from the UK Government over the coming years in order to inform the development of any new National Kinship Care Strategy.	<ul style="list-style-type: none"> • Convening opportunities for kinship carers to directly influence decision-makers and feed into the policy-making process • Verbal and written briefings for Parliamentarians and officials during passage of Bills • Substantial input into consultations.
Developing relationships with new politicians (currently and again post-election) in order to keep kinship care high on political agendas, and grow support amongst decision-makers in order to effectively influence policy.	<ul style="list-style-type: none"> • Significantly increased awareness amongst MPs and Senedd members and a set of strong allies (tracked with nfpSynergy MP Omnibus polling) • Debates and regular activity secured in Parliament and Senedd • Parliamentary/Senedd receptions • Delivery of 2 informal events for MPs and staffers on how to support kinship carers in their constituency.
Developing new research and evidence for better supported kinship care to strengthen Kinship’s credibility and positioning as leading kinship care organisation.	<ul style="list-style-type: none"> • Increased number of survey responses from less-represented groups • In-depth policy work on key issues like financial allowances. • Submitting Freedom of Information Requests to local authorities to highlight the inadequacy and disparity of support.
Developing engaging, high-quality content targeted at specific audiences across all owned channels in order to raise awareness of kinship care and influence change.	<ul style="list-style-type: none"> • Increased number of followers on Kinship’s social media channels • Increased engagement with Kinship’s policy and politically focussed content.
Sector engagement.	<ul style="list-style-type: none"> • 90 sector stakeholders (e.g. local authority; other charities; think tanks) engaged • Convening 6 roundtables to bring together a range of perspectives to inform thinking and influence decision-makers at local and national level.
High impact media coverage that will continue to increase public awareness and understanding of kinship care, amplifying kinship carers’ experiences, expertise and aspirations for change.	45 pieces of media coverage (across key regional/national titles)
Securing celebrity ambassadors who start to become associated with kinship care and development of a	<ul style="list-style-type: none"> • High profile media coverage for celebrity ambassadors

celebrity ambassador programme to raise profile of kinship care and calls for change.	<ul style="list-style-type: none"> • Leverage of celebrity’s social media platform(s) to promote Kinship’s influencing work and raise awareness of kinship care with clear calls to action for followers.
Launching communications and influencing activity in Wales.	<ul style="list-style-type: none"> • New report detailing policy positions • Political/stakeholder event in Wales to launch our campaigning/influencing work.
Further growing kinship carers participation in all aspects of this work.	45 new kinship carers involved in Kinship’s policy and influencing work and feeling empowered and agents of change in their lives

How we will allocate the funds to achieve these outcomes

- **Head of Policy and Public Affairs (£15,000 per annum)** - leads on Kinship’s twice-yearly surveys of kinship carers. They are responsible for promoting the results and recommendations to key stakeholders, using survey evidence and data to help secure significant changes to policy and legislation.
- **Media and Communications Manager (£15,000 per annum)** - focuses on securing high impact media coverage that will place public attention on kinship care within the children’s social care system. We will amplify kinship carers’ experiences, expertise and aspirations for change using real life ‘case studies’ alongside survey findings to develop newsworthy and hard-hitting stories.