



- Agency partner prospectus

Reach prospective carers at the exact moment they're ready to apply

The independent comparison directory that connects local, ready-to-apply carers directly with your agency.

Finding high-quality, committed foster carers is the single greatest challenge facing agencies today. Traditional advertising channels are increasingly noisy and expensive.

Foster Care Compare changes that. We have built an independent, transparent comparison platform designed specifically to match serious, qualified prospective carers with the agency that best fits their needs. By becoming a founding member, you put your agency in front of committed candidates at the moment they are ready to make a life-changing decision.

3 agencies

the shortlist size we encourage,
so you're rarely one of dozens

<1hr

enquiry delivery for paid
members, vs 3 days on the free
tier

32%

of enquirers who don't proceed
simply chose a faster
competitor

01 About our enquiries: built on real carer behaviour

We don't believe in spamming agencies with low-quality clicks. Our platform is built around how prospective foster parents actually make their decision.



Serious, ready-to-apply enquiries

Unlike general social media or search ads, which often capture casual curiosity, visitors on our comparison site have already made the life-changing decision to foster.

- ✓ They are actively comparing providers side-by-side.
- ✓ They have verified that your agency operates in their local area (postcode filtered).
- ✓ They have explicitly reviewed your offering and hand-selected you.



The “shortlist of three” approach

We encourage users to shortlist no more than three agencies before submitting an enquiry.

We chose three for two reasons:

- ✓ **Industry best practice:** this perfectly reflects the standard guidance from The Fostering Network, which explicitly advises prospective carers to research and speak to three different services before applying.
- ✓ **Focused intent:** we encourage every user to shortlist no more than three agencies before enquiring, so you are rarely one of a long list chasing the same person. If you receive an enquiry, you are already one of their top choices.

02

Why being a paid member matters: the speed advantage

Fostering is a deeply emotional, relationship-driven journey. The agency that establishes trust first almost always wins the carer.

The cost of delay (backed by DfE & Ipsos research)

A landmark qualitative study commissioned by the Department for Education (conducted by Ipsos) proved that:



The fostering agency that responds the fastest, and with the warmest, most human touch, almost always attracts the enquirer to foster with them.

DEPARTMENT FOR EDUCATION · IPSOS QUALITATIVE STUDY

In fostering recruitment, applicants read the speed of your reply as a direct sign of how supported they will feel as a carer under your roof.

When enquirers drop out

According to national data from The Fostering Network, the recruitment funnel is highly competitive:

32%

of prospective carers who make an initial enquiry to an agency but don't proceed do so simply because they chose to apply to a competitor instead.

35%

of applicants who drop out mid-assessment do so to switch to a different agency.

Agencies that are slow to respond to enquiries are already fighting an uphill battle against the other agencies on the prospective carer's shortlist.

Instant delivery vs. a 3-day gap

To ensure our comparison site remains a comprehensive, fair national directory, we list every agency. However, our delivery speeds reflect our members' commitment to recruitment excellence:

⚡ PAID MEMBERS

Same working day, usually within the hour

Full enquiry (name, email, phone, postcode, preferred contact method and best time to call) delivered directly to your inbox or CRM.

🕒 FREE DIRECTORY LISTINGS

Within 3 business days

Enquiries are manually forwarded.

✦ In a competitive market where a carer's choice hinges on rapid personal support, waiting 3 days means the applicant will likely have already booked an information session with a responsive competitor.

03 Pricing matrix and feature comparison

An Enhanced membership gives you the tools to stand out when prospective carers are comparing you side by side with regional competitors.

☆ EARLY ADOPTER PRICING

Join before 31 December 2026 and lock in your first year at this rate. Standard renewal pricing applies thereafter.*

£295

per year

↗ Over 40% off

*If your agency has multiple offices across the UK, please get in touch for bespoke pricing.

Feature	Free (current)	Enhanced (£295/yr)
Manual enquiry forwarding <i>Receive within 3 business days</i>	✓	✗ <i>Upgraded to instant delivery</i>
Basic listing on comparison results	✓	✓
Instant enquiry delivery <i>To a contact of your choosing</i>	✗	✓
Featured placement in postcode search comparison results <i>Marked as paid partnership</i>	✗	✓
Featured placement in city-wide comparison results <i>Marked as paid partnership</i>	✗	✓
Dedicated profile designed to rank in Google and attract more enquiries <i>Highly customisable template to capture your key recruitment messages</i>	✗	✓
Build trust by displaying a Foster Care Compare partner rating badge on your site <i>'Good' or 'Outstanding'</i>	✗	✓

Please note: fostercarecompare.co.uk regularly scans for changes to your pricing, Ofsted rating and address. Data is extracted from Ofsted and your website; however, we cannot promise 100% accuracy of results. Agencies are therefore responsible for keeping their listings accurate. If your details change, please let us know.

☆ FIRST 10 AGENCIES ONLY

Additional, time-sensitive benefits

- ✓ Mention in an SEO optimised blog post on fostercarecompare.co.uk.
- ✓ Featured placement on directory pages. (Marked as paid. Per UK law, paid listings do not affect search ranking order.)
- ✓ First access to new features.

04 Why choose enhanced membership?



Under £1 a day

At **£24.58 per month**, this is a fraction of what fostering agencies spend on a single Google Ads campaign or a batch of local flyers.



Low competition on your enquiries

Because most users shortlist a maximum of three agencies, an enquiry that reaches you already puts you among a small number of contenders.



Less than a single newspaper advert

You are positioned in front of a highly targeted, engaged audience, whereas editorial adverts tend to reach a broad, largely irrelevant audience.



A cost-efficient recruitment tool

If this platform helps you recruit just one approved foster family over the next several years, the return on investment is measured in tens of thousands of pounds for your agency.

Engage local enquiries immediately

Take advantage of introductory rates and upgrade your digital reach.

 [Become an agency partner](#)

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