

# Report of the Director of Environment and Sport to the meeting of Bradford South Area Committee to be held on Thursday, 28 November 2013.

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## Subject:

Dementia Friendly Communities – Bradford South

## Summary statement:

This report informs Bradford South Area Committee of the work of the Bradford Dementia Friendly Communities Project and how the Area Committee might contribute to the creation of dementia friendly communities within Bradford South.

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Director of Environment and Sport

## Portfolio:

**Corporate**

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## Overview & Scrutiny Area:

**Corporate**



## 1. SUMMARY

This report informs Bradford South Area Committee of the work of the Alzheimer's Society and how the Area Committee might contribute to the creation of dementia friendly communities within Bradford South.

## 2. BACKGROUND

- 2.1 Bradford District is at the forefront of a national movement to make communities and organisations more supportive and accessible to people living with Dementia, their carers and families.
- 2.2 The Bradford Dementia Friendly Communities Project is led by the Alzheimer's Society and funded by the Joseph Rowntree Foundation and Bradford Council to work with partners to challenge, inspire and support communities and organisations in becoming more dementia aware and dementia friendly.
- 2.3 The challenge is to identify the situations which can make life harder for people who have dementia and those who care for them. We need to work with those people and with communities and organisations to find ways in which we can identify ways of addressing those situations to make life easier.
- 2.4 Everyone has a role in helping to make communities in the Bradford District to become Dementia Friendly. This includes organisations providing services to people living with dementia, but also includes local businesses, community organisations and facilities, transport providers and many more.
- 2.5 There are over 800,000 people suffering from Dementia in the UK. We have an aging population and this figure could well rise to over 1,000,000 by 2021. It is estimated that more than 6,000 people living within the Bradford District suffer from Dementia, but only 55% of those will have been diagnosed. It is estimated that 1 in 3 people who live beyond the age of 65 will develop dementia.
- 2.6 These statistics clearly demonstrate Dementia is everyone's business as the numbers indicate that those who will not be directly affected by Dementia will know someone who is.
- 2.7 People living with Dementia often comment that they want to continue to live their lives as part of the community and retain as much independence as they can.
- 2.8 Dementia sufferers, and their carers, indicate that helping them to stay part of their community is made much easier and sustainable where neighbours, members of the public, businesses and organisations have a caring and understanding attitude towards Dementia.
- 2.9 The key to developing Dementia friendly communities is to promote a widespread understanding of the condition and the issues that surround it particularly with respect to the way we go about our daily lives and business.



- 2.10 The Alzheimer's Society is currently seeking to work with Area Committees in the next 18 months to engage, educate and empower local communities to create sustainable commitments to the support of people suffering from dementia and those who care for them. Appendix 1 provides details of the kind of activities and actions that might be undertaken to help create dementia friendly communities in Bradford South as part of a District wide initiative. Appendix 2 provides a context and outlines activity and interest across the District.

### **3. OTHER CONSIDERATIONS**

- 3.1 There are no "Other Considerations".

### **4. FINANCIAL & RESOURCE APPRAISAL**

#### **4.1 Financial**

There are no financial implications for Bradford South Area Committee arising directly from this report. However the Area Committee will be aware that in a subsequent report to this meeting contain an application for Ward Budget funding from the Wyke Ward Budget 2013/14.

#### **4.2 Staffing**

Support is provided from within the Area Co-ordinator's Office from within existing resources.

### **5. RISK MANAGEMENT AND GOVERNANCE ISSUES**

- 5.1 There are no significant risks arising from the proposed recommendations in this report.

### **6. LEGAL APPRAISAL**

- 6.1 There is no legal requirement for the Council to support initiatives to establish Dementia Friendly Communities.

### **7. OTHER IMPLICATIONS**

#### **7.1 EQUALITY & DIVERSITY**

- 7.1.1 The work undertaken in supporting communities to become Dementia Friendly will promote fairness and inclusion while supporting Bradford South Area Committee's commitment to equal opportunities for all.

#### **7.2 SUSTAINABILITY IMPLICATIONS**

- 7.2.1 The development of initiatives to support communities to become Dementia Friendly will help sustain quality of life and therefore reduce the impact on resources.



### **7.3 GREENHOUSE GAS EMISSIONS IMPACTS**

7.3.1 It is anticipated that greenhouse gas emissions and wider environmental impacts will be a consideration.

### **7.4 COMMUNITY SAFETY IMPLICATIONS**

7.4.1 The development of initiatives to support communities to become Dementia Friendly will either directly or indirectly improve community safety within local communities.

### **7.5 HUMAN RIGHTS ACT**

7.5.1 There are no direct Human Rights implications arising from the recommendations below.

### **7.6 TRADE UNION**

7.6.1 There are no implications for Trade Unions.

### **7.7 WARD IMPLICATIONS**

7.7.1 Initiatives to support communities to become Dementia Friendly can be undertaken within the Great Horton, Queensbury, Royds, Tong, Wibsey and Wyke Wards.

### **7.8 AREA COMMITTEE ACTION PLAN IMPLICATIONS (for reports to Area Committees only)**

7.8.1 Initiatives to support communities to become Dementia Friendly support priorities within the Bradford South Area Committee Action Plan 2011-14.

## **8. NOT FOR PUBLICATION DOCUMENTS**

8.1 None.

## **9. OPTIONS**

9.1 That Bradford South Area Committee adopts the recommendations outlined in this report.

9.2 That Bradford South Area Committee adopts the recommendations outlined in this report, with amendments.

9.3 That Bradford South Area Committee decides not to accept the recommendations outlined in this report.



## **10. RECOMMENDATIONS**

- 10.1 That initiatives to support communities within Bradford South to become Dementia Friendly are supported.
- 10.2 That the Bradford South Area Co-ordinator's Office present a report to a meeting of this Area Committee in November 2014 to provide an update on initiatives undertaken within Bradford South to support communities to become Dementia Friendly.

## **11. APPENDICES**

APPENDIX 1 Extract from the Alzheimer's Society's proposal for the establishment of dementia friendly communities.

APPENDIX 2 Work being undertaken to make Bradford district more Dementia Friendly.

## **12. BACKGROUND DOCUMENTS**

None.



**Extract from the Alzheimer's Society's proposal for the establishment of dementia friendly communities.**

**Dementia Friendly Communities – Ideas for possible actions within Wards for communities.**

**In your area we could work together with the project to-**

- Arrange a community event and find out what people would want to see and contribute to making their area more dementia friendly
- Pull together local voluntary, faith, and business organisations to get them to sign up to become more dementia friendly.
- Hold a dementia awareness session at a local business forum
- Ensure local activities are accessible to vulnerable older people and those with dementia
- Put on an awareness raising event to help everyone understand how they can be more supportive to people living with dementia
- Have an intergenerational event with a local school and people living with dementia.
- Identify people with dementia to do mystery shopping trips to local shops or services, or walk round the neighbourhood to tell you about local problem areas and then seek to tackle these.

**Why you should get involved**

- Greater community cohesion
- More active citizens
- A better (friendlier, helpful) place to live for all
- A better quality of life for people in your community living with dementia
- Positive news stories for your ward
- National Dementia Friendly recognition scheme to work towards if you like
- Being part of Bradford's ambition to be one of the first Dementia friendly districts in the country

**We can offer**

1. Presentations about Dementia Friendly Communities, and what's involved.
2. Work with councillors, ward staff and partners organisations (that you recruit) to bring together the community to have some sort of community event leading to the formation of some sort of community action or establishing community champions to take this work forward.
3. Co-facilitation of community event with council staff and partners
4. Training for community champions
5. Awareness sessions for public and or businesses – tapping into Dementia Friends scheme where possible
6. Information
  - general information about dementia for people living with dementia and carers
  - awareness raising materials for the public



- tool kit to enable businesses and community organisations to review their organisation in the view to changes needed to become more dementia friendly

### **What would we ask of you?**

- Support from ward officers, councillors to drive the project forward
- Ward officers and councillors to lead with recruiting local contacts from community orgs, health, business, and others
- And deciding how actions are taken forward in their area
- Embedding this in ward plans
- Using your contacts, mailing lists etc to invite people to any public meeting
- Providing meeting spaces
- Process to create a local action group or community champion to ensure this work continues in some way
- Help identify or become the local lead in the dementia friendly work locally.
- Ongoing support of what ever action has been generated locally

### **For more information contact**

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**Work being undertaken to make Bradford district more Dementia Friendly**

**Context**

The Alzheimer's Society in Bradford in partnership with Bradford MDC Adult Services and the local NHS have been working to support people living with dementia and to raise awareness and reduce stigma about dementia for many years.

National and local Dementia Strategies have highlighted the need for this work. A dementia friendly community project was developed at the end of 2011 to concentrate on working with organisations to help them be more accessible to people living with dementia. A pilot group of organisations reviewed themselves and wrote action plans.

In March 2012 the Prime Minister launched his Challenge on Dementia. Bradford was cited as a place that was already developing good practice in the area of dementia friendly communities.

In conjunction with councillors and ward officers we started to develop a community based approach last year. Idle was the first pilot area where we held a successful community meeting in January this year. Girdlington followed in May.

The project now has funding for two years starting April 13 joint funded by the Joseph Rowntree Foundation and Bradford MDC to work in 20 communities over the 2 years.

Bradford has launched a Dementia Action Alliance for organisations who want to work to become dementia friendly. Bradford council has signed up to this and the regional alliance along with the local hospitals, University, the Diocese of Bradford and lots of smaller organisations.

**Summary of actions to date**

**Idle**

Despite the worse that Yorkshire winters can produce, a snowy Saturday saw about 30 community members, plus workers, staff from the local co-op and the police attend a community meeting to learn more about dementia and discuss how to make Idle a dementia friendly village.

Outcomes:

- An action group was formed, it meet regularly with the support of the ward officer and other workers.
- Co-op staff received awareness raising to enable them to better support customers
- A support group for people with dementia and carers (which runs two parallel groups) meeting fortnightly was launched in September,
- Prior to that additional training was offered to empower people to feel more able to support those with dementia.
- links are being sort with the local business forum
- A regular supported walk and coffee morning is planned joining in with regular coffee





mornings at the Cricket club.

### **Girlington**

Had a successful community event with more than 40 participants, the event identified the need for more awareness raising within the community and with organisations locally. A small action group has been formed. It has been harder to sustain community interest and more awareness work with the general community is needed, however a positive start has been made.

Outcomes:

- a dementia awareness session is being planned for non medical staff (receptionists, practice managers) from the GP practices along with staff from the local pharmacies, opticians and dentists.
- intergenerational work is being considered for a local primary school
- some awareness raising with local businesses, churches and mosques was also requested at the community meeting

### **LGBT community**

We are working with Equity Partnership to raise awareness and support the LGBT community to think about how it supports people with dementia. This work has been done with a series of short workshops with the Gay, Lesbian and Trans community. Discussions showed the need for services to also be LGBT friendly in order to be dementia friendly for the whole community.

Outcomes:

- a leaflet and poster is underdevelopment for the LGBT community outlining how people can get support, and support people in their community
- The Alzheimer's Society in Bradford has committed to having some LGBT training for its staff to better serve the whole community

### **Keighley**

In Keighley we are working on a town based approach with organisations rather than the public in the first instance. Our main launch meeting will be on the 12<sup>th</sup> of December. We hope that this will lead to raised awareness in the business and voluntary sector and action to make Keighley a dementia friendly town. The shopping centre, bus station and others have committed to take part in the work. We have had an information road show in the town centre, as part of this 64 individuals received advice or sign posting on the day.

### **Bradford MDC**

An awareness session and briefing for councillors is being held on the 5<sup>th</sup> of December. We have had political support in developing a cascaded awareness information model for council staff. We are working to ensure this happens. this would involve volunteers from the council staff attending a one day training course and then cascading the information about dementia and how to support people to colleagues using the 'Dementia Friends' model. Front line staff such as those in sports centres, libraries, dustmen and wardens would be targeted in the first instance for these awareness sessions.

### **Other wards**

Initial interest and/or discussions have been held with members of the community,



councillors or ward officers in the following wards  
Wyke, Wibsey, Queensbury, Shipley, Baildon and Wharfedale.

