

Report of the Strategic Director of Environment and Sport to the meeting of Bradford South Area Committee to be held on Thursday, 22 January 2015.

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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 provides an update on the creation of dementia friendly communities within Bradford South.

Steve Hartley
Strategic Director of Environment and Sport

Portfolio:
Safer and Stronger Communities

Report Contact: Mick Charlton
Bradford South Area Co-ordinator
Phone: (01274) 431155
E-mail: mick.charlton@bradford.gov.uk

Overview & Scrutiny Area:
Corporate



1. SUMMARY

This report informs Bradford South Area Committee of the work of the Bradford Dementia Friendly Communities Project and provides an update on 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 A report was presented to the Bradford South Area Committee in November 2013 by Cathy Henwood, Alzheimer's Society with proposals to create dementia friendly communities within Bradford South with the support of local community groups and Ward Officers.
- 2.11 At the November 2013, The Area Committee resolved "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."
- 2.12 Appendix 1 provides an update on the progress in creating Dementia Friendly Communities in Bradford South.

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.

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 2014 -17.

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 the Bradford South Area Co-ordinator's Office welcomes the progress in the development of the Dementia Friendly Community Programme.

10.2 That the Bradford South Area Co-ordinator's Office present a report to a future meeting of this Area Committee to provide an update on initiatives undertaken within Bradford South to support communities to become dementia friendly.

11. APPENDICES

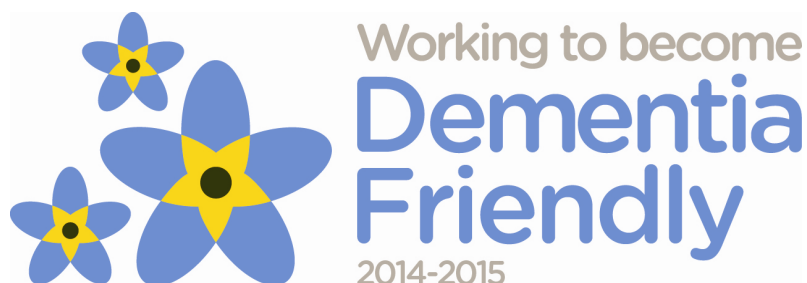
APPENDIX 1 - Progress in creating Dementia Friendly Communities in Bradford South.

12. BACKGROUND DOCUMENTS

"Dementia Friendly Communities – Bradford South" (Document AD) Report to Bradford South Area Committee 28 November 2013



Progress in creating Dementia Friendly Communities in Bradford South



Background

In November 2013 a report was delivered to the South area committee by Cathy Henwood of the Alzheimer's Society with proposals to create dementia friendly communities with the support of local community groups and the ward officers.

We offered to work with a number of wards to raise awareness, co facilitate community events and support the development of dementia friendly action groups. The proposal was that this work was embedded in ward action plans.

The report outlines work already begun in Great Horton, Queensbury, Wibsey and Wyke wards.

We suggested that in your area we could work together to achieve some of the following 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.

Report on Ward work across Bradford South.

Great Horton

Councillor Joanne Dodds along with Ward Officer Mohammed Taj, active members from St Wilfrids Church, Lidget Green Community Partnership, Great Horton Ward Live at Home Scheme, other partners from Housing Associations with support from the Alzheimer's Society met together to look at what work could be done in the ward to make it more dementia friendly. The group identified Lidget Green as the area it would like to focus on. It was considered that awareness raising was key in this ward, and that running a meeting which included a major element of awareness raising seemed appropriate.

The group opted to base this meeting round a regular monthly coffee group to give us a good nucleus of people for the meeting. This meeting was held in October 2014 and took the format of a dementia friends awareness session followed by a discussion. It was well attended with regular group members, local residents, and people who work in the area including the community link person at Asda, Manningham Housing Association, Creative Support, and council wardens.

A small action group has started, and plans to widen out dementia awareness to include reaching out to the local South Asian population via Anand Milan, a social group for elders from the Hindu and Gujerati community, and to local businesses. The Asda Community Life Champion is also keen to get on board. The group will be writing an action plan over the next few meetings.

Queensbury

A group came together in December 2013 to start to discuss how Queensbury could become more dementia friendly. An active group organised a big public event early in April in Victoria Hall. The group has been well supported by Councillor Lynda Cromie, Ward officer Marie Copley and active members of the community noticeably Tony Stead who's company New Vision has provided a small donation to support the group and produced all the leaflets and signage for the event.

Since the well-attended event the group has held regular action group meetings, written an action plan (attached), held awareness sessions for local businesses, and set up an information point about dementia for local people.

The group was awarded the working to become dementia friendly recognition symbol at the Bradford Dementia Action Alliance meeting in October 2014.

Wibsey

Work in Wibsey started by having a meeting with the 3 Ward Councillors, a group of community partners was pulled together by Ward officer Arshad Mahmood and a community meeting was held in September 2014. It was small but included several families living with dementia who had real insights about issues in the area. A follow up meeting has been held and a draft action plan has been started. One action is to collate a directory of organisations in the area that the action group can work with like GP's churches and sports clubs these will be offered dementia awareness sessions. From January Marie Copley will support the development of the DFC initiative.



Wyke

A group including Councillors Sarah Ferriby, David Robinson and David Warburton, several local churches, a teacher from a local primary school, the community police, housing associations and Rada Mijailovic Ward Officer met together to start the process of working towards becoming dementia friendly. Two events were held in March and April – the first a drop in event with local and district wide organisations and included 2 slots of speakers with basic dementia awareness and an introduction to the idea of a Dementia Friendly Wyke. At this people were invited to come to a special forum event where we held discussions about what would make Wyke more dementia friendly.

An active action group as developed, an action plan (attached) is written and acts as the reference point for meetings. The group is in the process of starting up a support group for people with dementia and carers as there is a gap for this sort of provision in the area. Other actions include producing an updated directory of activities suitable for people living with dementia, and encouraging local businesses to get involved.

To raise awareness with young people Zoe Cooper who teaches at Shirley Manor Primary Academy is keen to do awareness raising with children and staff at the school.

The group has been awarded the working to become dementia friendly recognition symbol at the Bradford Dementia Action Alliance meeting in October 2014.

Potential Dementia Friendly Community work from April 2015

The current phase of council and Joseph Rowntree funded work will come to an end in March 2015. Funding from April 2015 has been agreed but there will be a change in focus to enabling organisations and groups to self-lead on work which will lead to an inevitably less hands-on support for ward work from Alzheimer Society staff.

Ward work will be supported by providing a mutual support and sharing network for those leading on local dementia friendly work, templates and examples of work done in other Council Wards, and on-going support will be provided to ensure that good practice locally and nationally is shared with local groups.

The Society will continue to support local organisations and businesses who wish to work to become dementia friendly with the support of Bev Fletcher the Dementia Action Alliance co-ordinator.

The new phase will also involve supporting the council's roll out of dementia awareness for council staff and dementia friendly council services across the area ensuring a district wide approach to all front facing services becoming more dementia aware and dementia friendly. Links will also be made with the education department in order to pilot dementia awareness in schools with the view to extending this across the district.

Direct work with extra care housing providers is also planned to create a model of dementia friendly provision. This is to support residences in and outside of extra care housing to understand the needs of fellow residents who have or may be developing dementia, to enable them to remain part of the community.



South Area will benefit from this district wide work, as more local services become dementia friendly; and a system to ensure local dementia friendly action groups are kept aware of and part of the district wide work will need to be developed.

There is a lot of potential to widen the reach of the work of developing dementia friendly communities across the rest of the district. No work has been started in Royds or Tong Wards. Ward Officers in South have been very successful in developing Dementia Friendly community initiatives in the area. Wyke and Queensbury dementia friendly action groups being particularly successful.

The Bradford South Area Co-ordinator's Office with the support of the Alzheimer's Society will be able to further develop this work across South Bradford. We will continue to respond positively to requests for support for community events by providing information and advice and access to tools and best practice and groups on a consultative basis, and will provide speakers for community events where we can.

We recommend that:

- Work to become dementia friendly remains on the ward plans for wards where work has already started
- That the Bradford South Area Co-ordinator's Office supports the remaining wards to develop their own dementia friendly community actions.
- That community/ward officer leads are encouraged to engage with the new Dementia Friendly mutual support network.

For more information contact

Cathy Henwood. Dementia Friendly Communities Co-ordinator, Alzheimer's Society (Bradford) Unit 16, Park View Court, St Paul's Road, Shipley. BD18 3DZ
T: 01274 586008 E: cathy.henwood@alzheimers.org.uk

