

Report of the Strategic Director – Environment and Sport to the meeting of Keighley Area Committee to be held on Thursday 19 February 2015

AO

Subject:

Dementia Friendly Keighley

Summary statement:

This report informs Keighley Area Committee of the work of 'Dementia Friendly Keighley' providing an update on the work carried out to date and plans for its further development.

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Overview & Scrutiny Area:
Corporate



City of Bradford
Metropolitan District Council

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1. SUMMARY

- 1.1 This report informs Keighley Area Committee of the work of 'Dementia Friendly Keighley' providing an update on the work carried out to date and plans for its further development

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 In 2015 there are 850,000 people with dementia in the UK. This will rise to 1 million by 2025. There are 40,000 younger people with dementia and 25,000 people with dementia from black and minority ethnic groups in the UK. The financial cost of dementia to the UK is £26 billion per annum. Family carers of people with dementia save the UK £11 billion a year. Two thirds of people with dementia live in the community while one third live in a care home.
- 2.3 Everyone has a role in helping to make communities become more 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.
- 2.4 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. Both they, their carers and/or family say this is made much easier and sustainable where neighbours, members of the public, businesses and organisations have a caring and understanding attitude towards Dementia.
- 2.5 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.
- 2.6 A report was presented to the Keighley Area Committee 11 April 2013 by Cathy Henwood, Alzheimer's Society with proposals to create dementia friendly communities within Keighley with the support of local community groups and Ward Officers. It was resolved that "the proposal to establish dementia friendly communities in Keighley be supported".
- 2.7 At its meeting held on the 10 April 2014 Keighley Area Committee allocated £10,000 of its Area Committee Action Plan funding to support the development of Dementia Friendly Keighley.
- 2.8 Keighley Area Committee further resolved that a report should be brought to a future meeting to update on the progress of 'Dementia Friendly Keighley'. Appendix A gives details of the progress made towards developing more dementia friendly communities in Keighley and Appendix B gives details of the Dementia Friendly Keighley Action Plan for 2014-15.

3. OTHER CONSIDERATIONS

There are no other considerations.

4. FINANCIAL & RESOURCE APPRAISAL

4.1 Financial

£10,000 was allocated through 2013 – 14 Area Action Plan funding. Aspects of the proposed project have been delayed but a full budget analysis will be produced on final allocation of the award.

4.2 Staffing

Support continues to be provided from within the Area Co-ordinator's Office where time and work commitments allow. Keighley Healthy Living have increased the hours of an existing part – time worker to progress key elements of this programme as a time limited piece of work.

5. RISK MANAGEMENT AND GOVERNANCE ISSUES

No significant risks.

6. LEGAL APPRAISAL

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

7. OTHER IMPLICATIONS

7.1 EQUALITY & DIVERSITY

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

7.2 SUSTAINABILITY IMPLICATIONS

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

It is anticipated that some of the activities funded through the Area Committee Action Plan fund will either directly or indirectly have a beneficial impact on greenhouse gas emissions.

7.4 COMMUNITY SAFETY IMPLICATIONS

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

There are no direct Human Rights issues arising directly from this report.

7.6 TRADE UNION

There are no Trade Union issues arising directly from this report.

7.7 WARD IMPLICATIONS

The recommendations in this report affect all Wards in the Keighley Area.

8. NOT FOR PUBLICATION DOCUMENTS

None.

9. OPTIONS

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

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

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

10. RECOMMENDATIONS

10.1 Keighley Area Committee welcomes the progress made in the development of Dementia Friendly Keighley as set out in Appendix A of this report.

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

11. APPENDICES

11.1 Appendix A: Progress in creating Dementia Friendly Communities in Keighley.

11.2 Appendix B: Dementia Friendly Keighley Action Plan 2014 -15

12. BACKGROUND DOCUMENTS

12.1 AREA COMMITTEE ACTION PLAN FUNDING, Document 'AY', Keighley Area Committee, 10 April 2014

12.2 DEMENTIA FRIENDLY KEIGHLEY, Document 'AH', Keighley Area Committee, 11 April 2013

Appendix A

Progress in creating Dementia Friendly Communities in Keighley

Background

In April 2013 a report was delivered to the Keighley Area Committee by Cathy Henwood of the Alzheimer's Society outlining proposals to work with Area Committees to engage with and educate local communities to create sustainable commitments to the support of people living with dementia and those who care for them.

The proposal was to offer support from ward officers and councillors to drive the project forward, to embed the approach in ward action plans and to create a local action group or community champion to ensure the continuation of the work.

Working closely with Alzheimer's Society a small steering group was formed and it was agreed that given the geographic spread of the constituency area it would be beneficial to concentrate on Keighley Town Centre given that many people with dementia and their families and carers identify that maintaining access to local facilities, banks, shops, leisure activity was important in helping them to continue to feel still part of the community.

This report outlines work undertaken and achievements to date.

July 2013 – Road Show Event

An early success was to secure the presence of the Alzheimer's Society 'Dementia Community Roadshow'. Located in the busy Towngate area it provided members of the public with information, advice and support about dementia, the mobile unit attracted a lot of interest with over 70 individual conversations on the day and many others collecting leaflets and information.



December 2013 Central Hall

To build on the level of interest and to develop the conversation of how working together, Keighley could become a Dementia Friendly Town an open event was held at Central Hall. Literally 'standing room only' over 120 people including individuals, carers, public and voluntary services, businesses, GP's and councillors attended and took part in a series of discussions about their own personal experiences, what improvements could be made and how people could continue to live confidently and safely with dementia and continue to feel part of their community.

A larger steering group was formed from the interest expressed on the day. This met early in 2014 to discuss priorities and progress the further development of 'Dementia Friendly Keighley' with a focus on the steps necessary to remove stigma, improve understanding and work towards achieving 'dementia friendly' status for the town.

March 2014

With a number of ideas, challenges and expectations to progress but with no resource or dedicated worker time an approach was made to the Airedale, Wharfedale Clinical Commissioning Group (AWCCCG) to consider whether the work could be supported financially. The response was initially positive and strengthened by the prospect of matched funding via Keighley Area Committee (Area Initiative Fund). A sum of £10,000 was identified through Area Initiative Fund but late adjustments to finances via the CCG compromised matched funding. Changes in staffing levels at the Area Office stretched the officer time available to commit dedicated time to the programme. Area Office supported the initiative with £10,000 award.

April 2014

Project delivery – ‘What would I want if it were me’

Working on feedback from the event and with input from the steering group a programme was designed that would look to progressing the work. Keighley Healthy Living was approached as lead partner to hold and manage the account and support ‘DFK’ through some dedicated worker time to report to the committee and to move actions forward.

Agreed Outcomes:

- To build a network of local Dementia Champions – create and maintain database
- To create 1,000 local Dementia Friends
- To deliver a minimum of one local Dementia Awareness event annually
- Ensure a productive working relationship with the local paper (6 articles per year)
- To create a local dementia leaflet identifying support, activities locally
- Approach and support businesses to become Dementia Friendly
- Host regular DFK meetings – through room hire, volunteer expenses
- Support existing groups and encourage new ones through a bursary programme (small awards start up costs, room hire etc).

April 2014 Keighley Area Office Warden Team – all completed the awareness session and became ‘Dementia Friends’

Don't bottle
it up.



May 2014 – Don't bottle it up An event in the Airedale Centre with a range of partners this event was held to raise awareness, take pledges of actions and encourage people to sign up to become a Dementia Friend'. Working with the Town Centre Manager and Keighley Town Centre association as offer of the awareness sessions – tailored to support the needs of businesses was offered on a regular basis, These now take place every other Tuesday and there has been steady progress in terms of

business involvement. A number of the larger retailers are involved with national schemes and all are supported through the Alzheimer's Society to ensure that their premises and staff are working towards becoming 'dementia friendly'

Work progressed in the interim with GP's, community organisations, supermarkets promoting Dementia Friendly Keighley and producing an 'action plan'

October 2014 Memory Walk

Dementia Champions Maggie Marsden and Sandra Kelly organised a special fundraising and awareness-boosting walk. Dozens of people took part and almost £2,000 was raised to help develop provision locally.



Dementia Friendly Recognition Award – The

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

January 2015 ‘Dementia Friendly Keighley’ – a constituted group

The group has become constituted allowing it to obtain funds and apply for grants. Publicity and promotional materials purchased. Negotiations are ongoing with Alzheimer's Society to host a Champion training session locally and expand the diversity of the programme. Dementia Friend sessions planned with community groups including KAWACC, Roshni Ghar, CAB and others. The number of 'Dementia Friends' to date is approaching 400. A webpage, Facebook and Twitter accounts are in operation. The group is working towards the creation of a Dementia Friendly garden in association with Healthy High Street initiative. A 'one year on event' is planned 23/4/15.

Appendix B
Dementia Friendly Keighley
Action Plan 2014 – 2015

| Activity | Inputs | Time Frame | Lead Person | Anticipated Outputs | Progress Reporting |
|---|---|----------------------|---------------------------|--|---------------------------|
| Promote, host and lead on regular meetings of the Dementia Friendly Keighley Reference Group Manage budget in accordance with funding agreed Chair meetings and note take as required | <ul style="list-style-type: none"> ▪ <i>KHL</i> ▪ <i>All</i> | <i>05/14 – 03/15</i> | <i>Helen Bowman</i> | <i>Coordinated approach to activity and development of provision</i> <i>Increased participation</i> <i>Support to Dementia Champions (office support) and dedicated budget to host events</i> <i>DC time to deliver sessions rather than organise</i> | Reviewed at each meeting |
| Agree Name of Programme and logo | <ul style="list-style-type: none"> ▪ <i>Attendees at meeting</i> | <i>06/14 – 10/14</i> | <i>Collective</i> | <i>Name established – logo agreed</i> | October meeting |
| Establish database of local Dementia Champions - contacts and availability | <ul style="list-style-type: none"> ▪ <i>Alzheimer's Society</i> ▪ <i>All</i> | <i>06/14 – 03/15</i> | <i>Helen Bowman (KHL)</i> | <i>List of local champions and number of awareness sessions delivered</i> | Reviewed at each meeting |
| Create database of Dementia Friends | <ul style="list-style-type: none"> ▪ <i>Alzheimer's Society</i> ▪ <i>Dementia Champions</i> | <i>06/14 – 03/15</i> | <i>Helen Bowman</i> | <i>Dementia Friends and gaps identified</i> | Reviewed at each meeting |
| Seek opportunities to raise awareness and generate Dementia Friends Identify and contact potential interest groups e.g. Police, Fire Service, VCS, Leeds City College, Metro, Hospital, Dentists – community groups | <ul style="list-style-type: none"> ▪ <i>Dementia Champions</i> ▪ <i>Alzheimer's Society</i> ▪ <i>Airedale Shopping Centre</i> ▪ <i>KTCA</i> ▪ <i>All</i> | <i>06/14 – 03/15</i> | <i>Helen Bowman</i> | <i>1,000 dementia friends created locally</i> <i>Raised awareness</i> | Review at each meeting |
| Identify, organise and promote Dementia Friend sessions (dedicated budget) | <ul style="list-style-type: none"> ▪ <i>As above</i> ▪ <i>Liaison with DC's</i> | <i>06/14 – 03/15</i> | <i>Helen Bowman</i> | <i>Improved awareness and number of friends</i> | Review at meetings |

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| Bev and Cathy will liaise with the Kerry the local lead for DF to ask them for Keighley stats for who is delivering sessions where, to give a picture of how many people received sessions to contribute to overall target of 1000. | <ul style="list-style-type: none"> ▪ <i>Alzheimer's Society</i> ▪ <i>Bev, Cathy</i> | <i>07/14 – 10/14</i> | <i>Bev, Cathy AS</i> | <i>Contribution to 1000 DF's</i> | Update at October meeting |
| Support delivery of Dementia Friend sessions through co-ordination and practical support (room booking, publicity etc) | <ul style="list-style-type: none"> ▪ <i>Dementia Champions</i> ▪ <i>KHL</i> ▪ <i>All</i> | <i>06/14 – 03/15</i> | <i>Helen Bowman</i> | <i>Comprehensive and co-ordinated delivery of Awareness sessions</i> | Review at each meeting |
| Support local businesses in raising awareness : <ul style="list-style-type: none"> - advertise via internal newsletter (Airedale Centre) - Promote through Keighley Town Centre Association | <ul style="list-style-type: none"> ▪ <i>Alzheimer's society – create add on session to DF –support Dementia Champions in delivery</i> ▪ <i>Tailored and timetabled Dementia Friend sessions</i> ▪ <i>Airedale Shopping Centre</i> | <i>06/14 – 03/15</i> | <i>Bev Fletcher (AS)</i> | <i>Shop staff aware of the needs of shoppers with dementia</i> <i>Confidence in shopping locally (individuals and carers)</i> <i>Improved understanding Business involvement in Dementia Action Alliance (DAA)</i> <i>Qualify for 'Working Towards Dementia Friendly' award</i> <i>Contribution to Healthy High street programme</i> | Review at each meeting |
| Identify the activity and local approach of larger National Stores (Argos, M& S, Boots etc) | <ul style="list-style-type: none"> ▪ <i>Alzheimer's society</i> | <i>07/14 – 10/14</i> | <i>Bev Fletcher</i> | <i>Relate this to local activity – identify number of Champions and Friends involved – add to database</i> | October 2014 |
| Approach to larger businesses on | <ul style="list-style-type: none"> ▪ <i>Maggie and Sandra Dementia</i> | <i>07/14 – 11/14</i> | <i>Maggie & Sandra</i> | <i>Friend sessions delivered Improved awareness</i> | November 2014 |

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|---|--|------------------------|--|---|---|
| outskirts of town e.g. Supermarkets, larger employers | <i>Champions</i> | | <i>Support through KHL</i> | | |
| Support to local businesses in creating plans Alzheimer's Society (dedicated worker) | <ul style="list-style-type: none"> ▪ <i>Alzheimer's Society</i> ▪ <i>Airedale Centre</i> ▪ <i>KTCA</i> | <i>07/14 – ongoing</i> | <i>Bev Fletcher</i> | <i>Business involvement in DAA Premises identified as Dementia Friendly</i> | Review at each meeting |
| Continue to approach GP practices to offer DF sessions – promote DAA - Staff - Patient Reference Groups etc | <ul style="list-style-type: none"> ▪ <i>Maggie and Sandra (DC's)</i> | <i>07/14 – 03/15</i> | <i>Maggie and Sandra Supported by KHL</i> | <i>Improved awareness Increased membership DAA</i> | Update at each meeting (add to database) |
| Create a list of local activities and support groups/drop in sessions Insert and include with existing leaflets (AS) | <ul style="list-style-type: none"> ▪ <i>Alzheimer's Society</i> ▪ <i>KHL</i> ▪ <i>VCS</i> ▪ <i>All</i> | <i>06/14 – 11/14</i> | <i>Helen Bowman</i> | <i>Information and promotion of local schemes. Increased Dementia Friends Improved attendance Identification of gaps in provision Alert to risks of loss of funding</i> | October 2014 Published asap |
| Support the Memory Club (Brainscape) in identifying and endorsing funding bids | <ul style="list-style-type: none"> ▪ <i>All</i> ▪ <i>KHL</i> | <i>06/14 – 12/14</i> | <i>Helen Bowman Elizabeth Milwain</i> | <i>Continuation of group Sharing good practice Consortia approach to development of provision</i> | As required |
| To support the planned Memory Walk and other promotional events: Display Airedale Shopping Centre Liaison with press | <ul style="list-style-type: none"> ▪ <i>All</i> ▪ <i>KHL</i> | <i>09/14 – 03/15</i> | <i>Helen Bowman Champions Shopping Centre</i> | <i>Raised Awareness Fund raising</i> | As required |
| Promote DFK through all social media Facebook, Twitter et al | <ul style="list-style-type: none"> ▪ <i>All</i> ▪ <i>KHL</i> | <i>09/14 -03/15</i> | <i>Julie Lintern Sandra Kelly Helen Bowman</i> | <i>Raised awareness</i> | As required |