

Report of the Director of Place to the meeting of Shipley Area Committee to be held on 13 December 2017

Subject:

Dementia Friendly Communities – Shipley Area

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Summary statement:

This report informs Shipley Area Committee how the work of the Shipley Area Co-ordinator's Office and the Alzheimer's Society is contributing to the creation of dementia friendly communities within the Shipley constituency.

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Portfolio:

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Overview & Scrutiny Area:

Corporate

1. SUMMARY

- 1.1 This report informs Shipley Area Committee how the work of the Shipley Area Co-ordinator's Office and the Alzheimer's Society is contributing to the creation of dementia friendly communities within the Shipley constituency.

2. BACKGROUND

- 2.1 On 4 December 2013 a report was presented to the Shipley 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 of Shipley Area Co-ordinator's Office. This was followed up by reports from Paula Truman, Ward Officer and Dementia Champion, on 25 February 2015 and 19 October 2016.

- 2.2 It was recommended that initiatives to support communities within the Shipley Area to become Dementia Friendly be supported and that a priority be incorporated to support dementia friendly work in each ward.

- 2.3 The Alzheimer's Society 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 would be embedded into Ward Plans and that Council funded Community Development Workers should support this work.

- 2.4 This report provides brief updates on the work undertaken in each ward.

2.5 Baildon

- 2.5.1 A group came together in February 2014 to start to discuss how Baildon could become dementia friendly. The group was initially supported by the Ward Officer and Community Development Worker.

- 2.5.2 The group was rewarded for their work by receiving a dementia friendly recognition symbol, at the Bradford Dementia Action Alliance meeting, in October 2014.

- 2.5.3 The group meet on a regular basis with support from the Ward Officer. They promote their work at community events including the monthly Farmers' Market.

- 2.5.4 An important aspect of their work is to signpost support available for carers and those living with dementia.

- 2.5.5 They have recently developed a relationship with the local medical centre and had a display in the surgery.

- 2.5.6 Members of the group have trained as Dementia Champions and are able to deliver sessions in the community. They have recently delivered Dementia Friends sessions at two local community venues. They are planning further

sessions for local businesses.

2.6 Bingley

- 2.6.1 The Alzheimer's Society has delivered Dementia Friends sessions to all the fire watches at Bingley Fire Station.
- 2.6.2 Staff at Santander Bank became Dementia Friends and the organisation is now working on an action plan to achieve DAA (Dementia Action Alliance) status.
- 2.6.3 The Ward Officer has organised awareness sessions for staff at Sainsburys and Aldi supermarkets.
- 2.6.4 Bingley Churches Together group have been visited and heard how they could get involved to support the dementia friendly communities initiative. Those in attendance agreed to go back to their respective churches to encourage their members to get involved.

2.7 Bingley Rural

- 2.7.1 In Denholme, the Town Council has been leading on the Dementia Friendly Communities initiative and has links to wider groups in the community including older people, patient participation and dementia.
- 2.7.2 A monthly Wellbeing Café is held at Denholme Mechanics Institute. The café is for people living with dementia and their carers. It provides a programme of entertainment, social activities, guest speakers and advice and support. It is supported by the Council's Adult Services team through the Bradford and District Warmer Homes Healthy Initiative.
- 2.7.3 In Wilsden, the Lead Nurse for Dementia from Bradford Teaching Hospitals NHS Foundation Trust assisted with plans for a dementia-friendly community and helped establish a group in the village.
- 2.7.4 Wilsden also hosts a monthly Wellbeing Café which is held at St Matthew's Church.
- 2.7.5 The Alzheimer's Society is keen to engage school children in the Dementia Friends initiative. In Cullingworth all children from years 3, 4, 5 and 6 have taken part in Dementia Friends sessions and a total of 123 new friends from the school have been registered.

2.8 Shipley

- 2.8.1 Alzheimer's Society staff have delivered an awareness session to staff at Shipley Swimming Pool. Thirty staff attended and became Dementia Friends.
- 2.8.2 The Ward Officer was involved in an initiative, with the Alzheimer's Society, to deliver Dementia Friends sessions to all year 9 pupils at Titus Salt School. A

total of 189 young people were involved, during the 2016 summer term, and made pledges to help those living with the disease. This followed a successful session which was delivered by the Ward Officer to students working towards their Duke of Edinburgh award.

2.8.3 A group was established, by the Ward Officer, to deliver a dementia awareness event in Shipley in July 2016. The group included the Alzheimer's Society, Memory Tree, Carers' Resource and the Kirkgate Centre. The event was attended by around 30 people who made suggestions of how Shipley could become more accessible, for those living with dementia.

2.8.4 The Ward Officer has organised and delivered public Dementia Friends sessions at Shipley Library and is now looking at different areas of Shipley to develop the work. The Coach Road area and Saltaire village have had 'Elf' activities at their 2017 Christmas events. Elf Day is on 8 December and is an Alzheimer's Society initiative to raise awareness during the festive period.

2.9 **Wharfedale**

2.9.1 In Burley in Wharfedale a group was formed in October 2015 with the support of the Community Development Worker.

2.9.2 Since the event the group has held regular action group meetings, written an action plan and held Dementia Friends sessions for over 250 local people and businesses.

2.9.3 The group is fortunate to have members, living with dementia, who provide excellent suggestions and advice. As a consequence they have organised a Memory Tree Club in Burley. The aim is to provide time together and time apart so that carers, and those with memory problems, can benefit from peer support.

2.9.4 The Ward Officer nominated the group for a Dementia Friendly Community Award in September 2017, a national initiative from the Alzheimer's Society. Two members of the group, and the Ward Officer, travelled to London on 29 November for the awards ceremony. Their hard work paid off as they won the Dementia Friendly Community 2017! There were nominations from all over the country and they were short listed alongside large community partnerships so it really is a great achievement!

2.9.5 In Menston the Dementia Friendly Working Group was also established with the support of the Community Development Worker.

2.9.6 The group meet on a regular basis and has provided Dementia Friends sessions in the village and has organised a public event to highlight support, for carers, from the Alzheimer's Society and Carers' Resource.

2.9.7 The Ward Officer now supports the group and delivered Dementia Friends sessions, in June 2017, with a member of the group who is also a Champion.

2.10 Windhill and Wrose

2.10.1 Members and the Chair of the North East Windhill Community Association have undertaken Dementia Champions training and delivered dementia friends sessions to members of the community. Dementia awareness is an integral part of the work of the centre. They are part of the Dementia Friendly Community Network and have hosted meetings for members from across the district.

2.10.2 Information on Dementia Friendly Communities was provided at a Wrose Neighbourhood Forum in October 2017.

3. OTHER CONSIDERATIONS

3.1 Ward wide and future work

3.1.1 The Alzheimer's Society is working with medical centres across the district to assist them in completing action plans and becoming dementia friendly.

3.1.2 Ward work will continue to 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.

3.1.3 The Society will continue to support local organisations and businesses who wish to work to become dementia friendly with the support of Bev Fletcher, Dementia Friendly Communities Co-ordinator.

3.1.4 Shipley 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.

3.1.5 The Area Co-ordinator's Office, with the support of the Alzheimer's Society, will be able to further develop this work across the Shipley area. The office 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.

3.1.6 The Alzheimer's Society also recommends:

- Becoming dementia friendly remains in all ward plans.
- That ward officers support each other to further develop dementia friendly community actions across their wards.

4. FINANCIAL & RESOURCE APPRAISAL

- 4.1 There are no direct financial implications for Shipley Area Committee arising directly from this report. 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 are no legal implications.

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 Shipley 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 potentially reduce the impact on other resources and services.

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 PLAN IMPLICATIONS

- 7.7.1 Initiatives to support communities to become Dementia Friendly are being undertaken in all the Shipley Wards and are incorporated into all ward plans.

8. NOT FOR PUBLICATION DOCUMENTS

- 8.1 None.

9. OPTIONS

- 9.1 That Shipley Area Committee adopts the recommendations outlined in this report.
- 9.2 That Shipley Area Committee adopts the recommendations outlined in this report, with amendments.
- 9.3 That Shipley Area Committee decides not to accept the recommendations outlined in this report.

10. RECOMMENDATION

- 10.1 That the Committee notes and welcomes the work to support communities within the Shipley area to become Dementia Friendly.

11. APPENDICES

- 11.1 Appendix 1 – Recent Update from the Alzheimer’s Society

12. BACKGROUND DOCUMENTS

- 12.1 Document AP, Report of the Director of Environment and Sport to Shipley Area Committee, ‘Dementia Friendly Communities – Shipley Area’, 4 December 2013.
- 12.2 Document AX, Report of the Director of Environment and Sport to Shipley Area Committee, ‘Dementia Friendly Communities – Shipley Area’, 25 February 2015.
- 12.3 Document X, Report of the Director of Environment and Sport to Shipley Area Committee, ‘Dementia Friendly Communities – Shipley Area’, 19 October 2016.

RECENT UPDATE FROM THE ALZHEIMER'S SOCIETY

By 2020, the aim is to have 50% of people across the country living in a dementia friendly community. In order to achieve this, communities can now sign up to be registered as Dementia Friendly Communities. The recognition process enables communities to be publicly recognised for their work towards becoming dementia-friendly. Communities can register on the following link:

<https://www.dementiafriends.org.uk/WEBArticle?page=dementia-friendly-communities>.

There are eight action areas listed below and groups can choose a minimum of three. Actions need to be briefly updated every twelve months, so that the team can measure progress. This can be done by simply uploading a flyer or photograph about an event, or just a few sentences explaining any actions.

Action Areas

- arts, culture, leisure, and recreation;
- businesses and shops;
- children, young people and students;
- community, voluntary, faith groups and organizations;
- emergency services;
- health and social care;
- housing; and
- transport

Once a community has received formal recognition that they are working to become dementia-friendly, they will be awarded a logo. Groups can then award this logo to organisations within their community. This gives greater autonomy to communities to enable growth and development.

The Dementia Communities Co-ordinator role is to support local communities to develop and to register as individual communities. In this way gaps can be identified, both geographically and in communities of interest, and she can work with these communities, in a supporting role, to fill these gaps. Her wider role, in order to meet outcomes set by the Council's commissioners, is to support communities and also to work with council departments to create a dementia friendly Bradford Council.

The Alzheimer's Society would welcome suggestions of how they can connect with relevant Council Departments to achieve an integrated and holistic approach.