

Report of the Strategic Director of Environment and Sport to the meeting of Bradford South Area Committee to be held on Thursday, 30th June 2016.

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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

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Overview & Scrutiny Area:
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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 A further report was presented to Bradford South Area Committee in January 2015 providing 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 Ward Plans 2016/17.

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

APPENDIX 2 Wyke Ward Action Plan

APPENDIX 3 Queensbury Ward Action Plan

12. BACKGROUND DOCUMENTS

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

"Dementia Friendly Communities – Bradford South" (Document AD) Report to Bradford South Area Committee 22 January 2015

Appendix 1

Report on Ward work across Bradford South

Great Horton

In the previous update the Dementia Friendly Group identified Lidget Green area for this initiative and to look at the provision of activities for older people.

Scholemoor Beacon has been successful in securing funding to set up a monthly Wellbeing café at Scholemoor Community Centre, Dracup Avenue.

Great Horton Live at Home Scheme will shortly be setting up a community luncheon club for older people at Scholemoor Community Centre.

Lidget Green Partnership organise monthly coffee mornings for older people at St Wilfrids Community Hall.

Anand Milan Group provide community luncheon club for elders 3 times per week from the Hindu and Gujarati Community at St Wilfrids Community Hall.

Lidget Green Community Partnership in partnership with Parks and Greenspaces has been successful in securing funding from Greenmoor Big Local for Memorial Garden on land at the junction of Clayton Road / Lidget Terrace. This will be a public open space to commemorate and memorialise those from the area who have been involved with or affected by past and current global wars and conflicts. This land has been registered with Fields In Trust Centenary Field and a dedication plaque was sited in April 2016. This project is to be completed in Autumn 2016.

Community Allotment/Garden - Creative Support in partnership with older people have created a community allotment / garden space at derelict land at the rear of Scholemoor Road and Necropolis Road. This was completed and launched in February 2016. A community group has been established who will manage this project.

The Dementia Friendly Group will be meeting shortly to review the above actions and to look at future projects.

Queensbury

The Dementia Friendly Group in Queensbury holds regular action group meetings, has written an action plan (see Appendix 3), held awareness sessions for local businesses, and set up an information point about dementia for local people.

Two more volunteers from the group have gained Dementia Champion status which will enable the group to deliver dementia information sessions to groups of people, who will potentially become Dementia Friends. Plans are afoot to roll this out to schools in the local area too.

Coffee and Crumpets

The Coffee and Crumpets 'drop in' support group for people living with dementia and their carers, now runs weekly, due to demand for this service.. The coffee morning is run by four volunteers, alternating weeks and 1 volunteer who offers transport. They are able to identify needs and signpost clients to other services that Queensbury Community

Programme offer and to agencies who specifically support this clientele.

Wednesday Singing Group

The Wednesday Warblers singing group was set up in March 2015 for clients with mild to moderate mental health issues, and for those who are lonely and isolated. This was a pilot project which ran for 2 months on alternate Wednesdays. St Theresa Church allowed the group to use the space free of charge for the pilot period of 4 sessions. The group has now grown to eight members and is run by two local volunteers and a helper from Creative Support. They hope to recruit an additional volunteer cook, in order that they can offer a light luncheon, to help encourage more participation. The group has had no running costs so far; it does generate a small amount of money from refreshments, which will be used to cover future rental charges. The aim is that the group will become self-sustaining in the not too distant future.

Local Businesses

The group is currently working in partnership with Tesco, who are eager to get involved in becoming Dementia Friendly and is in the process of setting up Dementia Friends awareness training. They are hoping to set up a "slow lane" in the store for people with dementia. This is something that has been identified as a significant barrier for people living with dementia. If they are able to take their time when at the tills, it will reduce stress and encourage independence. The aim is not to identify this as a 'Dementia Friendly' check-out but to have identifiable members of staff and using the 'forget me not' logo, who can direct them to a particular till.

Youth Club

For National Cup Cake Day on June 16 2015, the Alzheimer's Society is encouraging local groups to raise funds and awareness by making Cup Cakes. The Queensbury DFC Group is working with Tesco and local young people to support the initiative. Tesco have donated £30 for the ingredients for the young people who will be baking and selling cupcakes in Tesco's foyer.

The Dementia Friendly Group will be meeting shortly to review the activities undertaken and create a new action plan for 2016/17.

Wyke

The Wyke Dementia Friendly Communities Group has been meeting regularly with three meetings in 2015 and two to date in 2016, with one scheduled for October 2016. The group has full support from the Ward Officer. The aim is for the Ward to become good place to shop and live for people living with dementia.

An Action plan has been drawn up (see Appendix 2) with key points to note:

- The group has produced the Wyke Ward Activities Guide after consultation with local groups to include activities suitable for people living with dementia.
- Local businesses to include the local chemists, Barclays Bank and Yorkshire Building Society have expressed an interest in becoming dementia friendly and to work towards the National Dementia Friendly recognition symbol
- Shirley Manor Primary Academy is keen to do awareness raising with children and staff at the school.
- Dr Elizabeth Anderson from The Memory Tree managed to secure additional funding from Tesco's to top up the Ward budget allocation, as well a donation from Aldersgate Methodist Church in order to set up the Low Moor Memory Club. This

was launched on September 16 2015 and meets twice a month at Aldersgate Methodist Church. It is a group where both carers and people dementia can gain support and volunteers from New Horizons also support this initiative.

- Community awareness events to include Local GP surgeries have been held to promote the Low Moor Memory Club and other activities across the Ward suitable for people living with dementia
- New Horizons are receiving more referrals from local practices i.e. Sunnybank and Low Moor Medical
- A special forum was held on November 12 2015 at Lower Wyke Moravian Church to raise awareness of dementia
- Wyke Minstrels, with the support of Champions show the Way now hold regular singing sessions to include fun activities at the Sedbergh Centre
- Wyke Council of Churches are now taking steps to work towards becoming dementia friendly

Positive Outcomes for all Wards:

- Encourages independence, social inclusion, communication or expression of feelings
- By being involved and active, a person with dementia can maintain their skills and independence for longer
- Shared activities can promote a sense of belonging
- Carers can share experiences and gain insight and useful tips from others who are going through or have been through similar situations
- Volunteers feel a sense of self-worth; they are happy and socially included
- Many friendships are forged through volunteering and also through situations whereby spouses have become friends after losing their loved ones to dementia
- Positive news stories for the Wards

As demonstrated above, the dementia Ward Work was piloted in these three Wards with support from the Alzheimers' Society. As regards Wibsey, Royds and Tong Wards, the Ward Officers together with the support of the Community Development Workers will look to start dementia friends work here and work with partners to try to achieve this.

Wibsey

Sandale Community Development Trust and South and West Live at Home Scheme are liaising re the befriending scheme for older people and are looking to develop the work to include Dementia Friendly work. A further single issue forum is in the planning for Autumn. Wibsey Salvation Army are liaising with the Alzheimer's Society to develop dementia friendly work. Ward Officer to deliver awareness raising sessions to businesses in the ward.

Royds

Developing a Dementia Friendly Community was discussed at the most recent Ward Leadership Team meeting. It was agreed to hold a single issue forum later in the year in partnership with Sandale Community Development Trust, Age UK, older people's providers and faith groups

Tong

Developing a Dementia friendly community in the Tong Ward has been considered and the Ward Officer will work with the CD Worker to consider the most appropriate way of involving partners and the recently formed Friends of Holme Wood Centre Point.

General Information

The current phase of Council and Joseph Rowntree funded work finished in March 2015. There has been a change in focus to ward work from the Alzheimer's Society since then, with an emphasis on enabling organisations/groups to self-lead on work, which has inevitably led to less hands-on support for ward work from the Alzheimer's Society staff.


Ward work has been supported by the Alzheimer's Society 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.

Following the most recent DFC network meeting it was highlighted that a locally based 'Soap' Emmerdale currently had a story line about dementia but tended to focus on the negative a suggestion was made by Bradford South that the storyline could be developed to include DFC. The media team at the Alzheimer's Society thought this was a great idea and are pitching this to the team at Emmerdale which is broadcast across the whole country. There is a lot of potential to widen the reach of the work of developing dementia friendly communities across the rest of the district.

Two Ward Officers have been trained as Dementia Champions and are able to deliver dementia awareness training sessions to local groups/organisations within the community Bradford South Council Wardens have attended dementia awareness training and wear the nationally recognised dementia friendly badge.

Sessions have also been delivered by Ward Officers to Sandale Community Trust and the Bradford South Health Hub.

Appendix 2

				
<u>WYKE WARD DEMENTIA FRIENDLY COMMUNITIES</u>				
<u>ACTION PLAN</u>				
WHAT	WHO	WHEN	RESOURCES	COMMENTS
Arrange a 1 hour DFC awareness session for the wider community. Publicise event Poster design Notice Boards Shops Sessions for Incommunities Staff	Cathy Rada Mandy Siobhan	Friday 26 September 2014 10.00am Ongoing	Venue Staff Volunteers Leaflets Venue Staff	Completed at Wyke Methodist Church
Organise regular action group meetings	Rada	2 June 2015 10.00am	Venue Staff Volunteers	Confirmed at St Mary's Church Green Lane, Wyke BD12 8QH
Liaise with local business & shops to raise awareness.	All Council Wardens	Ongoing	Leaflets Staff Volunteers	Mobility Shop is very nterested Rada to follow up
To get at least 25% of local shops to be dementia friendly and to display logo	All Mandy to contact hairdressers Rada to contact Post Mistress /2 Chemists Kaye to contact Asda	Ongoing	Leaflets Staff Volunteers	To get them to do simple quick fixes. Clear signs etc Offer an incentive if they display the logo.

To contact local dental surgery	Ongoing	Ongoing	Staff Leaflets	
To contact local GP surgeries in Wyke Ward write to Practice Managers/ provide advice for surgeries to distribute to patients	All	Ongoing	Leaflets Information	Cathy has spoken to Cllr Amir (port folio holder) re 'access' to GP Surgeries district wide Zoe to contact Sunny Bank Medical Centre
To develop a singing / music group for people diagnosed with Dementia	Rada to contact Champions Show the Way and Oakenshaw Singers	Ongoing	Venues Music Volunteers Singers books	Link up with Westfield Male Choir (Wyke Minstrels) meet 4-6pm Wednesday at Wyke Methodist Church Oakenshaw Singers meet at St Andrew's Church on Monday's
Contact local schools and establish links	Cllr Ferriby – Appleton Cllr Warburton – Shirley Manor	To arrange for early next year.	Staff Information Venue	Need to get an interested teacher on board. Include Grandparents Rada to liaise with Zoe
To arrange a DFC awareness session with Shirley Manor Primary Appleton Academy	Kay to arrange sessions for students taking Health & Social Care	Ongoing		
To contact local banks/building society Barclays Bank	Ongoing Kay Cathy Henwood to help.	Ongoing Barclays Bank have attended DFC Sessions at St Mary's Church.	Leaflets	Legal meeting July 25 Kay to confirm date of sessions.
To Create Wyke Activity Guide for adults	Julie (originally) Now Rada	Completed March 2015	Leaflets distributed April 2015	Ward Councillors have provided funding to print the guide in colour

<p>Ward Budget Allocation £750</p> <p>Meeting arranged with New Horizons</p> <p>Tesco funding of £1,500 received by The Memory Tree.</p> <p>Launch of The Memory club at Aldersgate</p> <p>Memory Club to Start</p>	<p>Dr Elizabeth Milwain</p>	<p>To attend Council of Churches Meeting 29.4.15 to formulate a plan.</p> <p>June-July 2015</p> <p>10.08.15</p> <p>16.09.15</p>	<p>Venues Volunteers</p>	<p>Elizabeth will report back at DFC Meeting on 2.6.15.</p>
<p>Dementia Friendly Champion Training</p>	<p>Rada</p>	<p>July 2014</p>	<p>Staff Venue</p>	<p>Delivered sessions to Council Wardens – December 2014 and the Bradford South Health Hub – May 2015</p> <p>Delivered training to Sandale CD Trust on 15 July 2015</p>

Appendix 3



Queensbury Dementia Friendly Community

What	Who	When	Resources	Who needs to know	Comments	Updates
Organise regular Action Group meetings	Marie	Ongoing monthly	Staff Venue	Everyone in the group	Queensbury DFAG have been nominated for an award to mark their achievements to be presented on Tuesday October 21 st 2014	Members of the group attended the event to collect the award Agreed The Bank to be the base of the Dementia Friendly Action group, enquiries will be directed there.

<p>Raising awareness about the DFC Action Group to the wider population of Queensbury.</p> <ul style="list-style-type: none"> • Information point at The Bank (Queensbury Community Programme) • Notice Boards • Circulate information about Queensbury DFC Action Group to GP'S • Promote the Facebook page 	<p>Kathryn Tony Marie</p>	<p>Ongoing</p>	<p>Staff Volunteers Notice Board Shelving Flyers Posters</p>	<p>Everyone in the group</p>	<p>Information to be displayed at The Bank and in other public buildings</p>	
<p>Liaise with businesses to raise awareness and deliver training.</p> <ul style="list-style-type: none"> • Online Dementia Friend training accessed at 'The Bank' • Attend monthly Business Watch meetings 	<p>Marie Tony Kathryn Lynda Joan</p>	<p>Business Watch meeting June 2014. Training offered at meeting. Door to door visits end of July 2014</p>	<p>Staff Volunteers DVD Information leaflets</p>	<p>Everyone in the group</p>	<p>Awareness raising sessions to be held Monday 20th and Wednesday 22nd October 2014 Continue to attend monthly business watch meetings</p>	<p>Session held at Halfway House on Monday 20th Oct ** people attended Session held at The Bank Wednesday 22nd Oct ** people attended</p>
<p>Liaise with voluntary organisations and community groups to raise awareness and deliver training.</p> <ul style="list-style-type: none"> • Online Dementia Friend training accessed at 'The Bank' • Contact groups already on mailing list to see if they would be 	<p>Marie Joan Kathryn Tony</p>	<p>Mid June 2014 to contact existing mailing list.</p>	<p>Staff Volunteers Information leaflet</p>	<p>Everyone in the group</p>	<p>Marie/Lynda met with reps from Queensbury Golf Club who were willing to support the initiative.</p>	

<p>interested in offering activities to people living with dementia and/or their carers.</p> <ul style="list-style-type: none"> Indoor Bowling sessions to be arranged 						
<p>Develop singing group for people diagnosed with Dementia and their carers.</p> <ul style="list-style-type: none"> Champions Show the Way to be umbrella organisation for this activity. Visit existing groups to get ideas and advice 	Sue Carol Sarah	September 2014	Volunteers Venue Music Singing books Transport	Everyone in the group	Update required, Marie to contact Sue Dickerson.	
<p>Attend community events to distribute information about Queensbury Dementia Friendly Community project</p> <ul style="list-style-type: none"> Prepare literature with information about the DFC Action Group 	All Marie	History Exhibition 19-21 June 2014 Fun Day 21 June 2014 Holy Trinity Church Open Day 12 July Donkey Derby 20 July	Staff Volunteers Information leaflets	Everyone in the group	Ensure that information is available at community events across Queensbury	

<p>Training for Statutory Service officers to include Incommunities.</p> <ul style="list-style-type: none"> • Liaise with Assistant Director, Neighbourhood Services and Bradford South NPT Inspector • Liaise with Senior Officer at Incommunities 	Cathy	To be confirmed	Staff Venue Materials	Everyone in the group		Colleagues in Neighbourhood Service Bradford South have attended Dementia Champions training and delivered awareness raising session to Council Wardens
Develop a strategy for carers	All	To be discussed at next meeting		Everyone in the group	Invite carers resource to future meeting	
<p>Liaise with GP surgeries covering the Queensbury Ward.</p> <ul style="list-style-type: none"> • Write to Practice Managers inviting them to attend future meetings. • Provide information and advice for surgeries to distribute to patients 	Marie Joan Lynda	June 2014	Staff Volunteers Information leaflets	Everyone in the group	Marie written to GP Practice Managers	No response
Establish links with schools		Work to start September 2014		Everyone in the group	Kathryn to meet with local contact	

