



NORTHAMPTON BOROUGH COUNCIL
SCRUTINY PANEL 3 – DEMENTIA FRIENDLY TOWN
27 NOVEMBER 2017

BRIEFING NOTE: BEST PRACTICE

1 INTRODUCTION

- 1.1 At its inaugural scoping meeting, Scrutiny Panel 3 (Dementia Friendly Town) agreed that it would receive details of best practice to inform its evidence base.

2 BEST PRACTICE

2.1 GOVERNMENT GUIDANCE – DEMENTIA FRIENDLY COMMUNITIES

- 2.1.1 The Ageing Well Programme working in two localities – Hampshire and Sheffield regarding Innovations in Dementia. This initiative supported the Ageing Well Programme in its work to create dementia friendly communities.

- 2.1.2 The Guidance was first published in 2012 by the Local Government Association. The Guidance was used throughout the UK, and other countries that included America, New Zealand and Australia.

- 2.1.3 In 2015 the Guidance was updated and it included details of best practice plus new guidelines and ideas.

- 2.1.4 The Guide outlines the role of councils in supporting people with dementia by creating local dementia friendly communities and demonstrates how councils are making this happen through case study examples. It is reported that shortly before publication of the Guide, Dementia Friendly Communities was boosted by the launch of the Prime Minister’s Challenge on Dementia. At the time of publication of the Guide, following the launch of the challenge:

- more than 70 communities have committed to become dementia friendly
- leading businesses across retail, finance, leisure and transport sectors are developing ways to respond to the needs of people with dementia

- More than a million people have signed up to become Dementia Friends – and committed to take action to make their communities a better place for people with dementia.
- A rise of 17% in diagnosis rates
- Increase in visibility of dementia in the public arena

2.1.5 It is reported that part of the Prime Minister’s Challenge was the creation of the Dementia Friendly Communities Champion Group, which provides guidance on the creation and implementation of dementia friendly communities. The group was formed to respond to the need for national action on dementia friendly communities, and to deliver against the objectives set out in the Prime Minister’s Challenge. The group includes members from major public, private and voluntary sector organisations.

2.1.6 The recognition scheme helps communities to be publicly recognised for their work towards becoming dementia-friendly. The process asks communities to commit to delivering change and is structured around two key documents:

- The BSI Code of Practice for dementia friendly communities
- The foundation criteria for dementia-friendly communities

The BSI Code of Practice for Dementia Friendly Communities

2.1.7 Code of practice providing guidance and structure for communities around what ‘dementia-friendly’ looks like and what the key areas for action are in working to achieve a dementia-friendly community, including:

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

The Foundation Criteria

2.1.8 The seven foundation criteria help a community to understand the way that their dementia friendly community should be structured and outlines the need for leadership, infrastructure (in the form of the Local Dementia Action Alliance model, LDAA) and involvement of people affected by dementia:

1. Make sure you have the right local structure in place to maintain a sustainable dementia friendly community e.g. such as a DAA
2. Identify a person or people to take responsibility for driving forward the work to support your community to become dementia friendly and ensure that individuals, organisations and businesses are meeting their stated commitments
3. Have a plan to raise awareness about dementia in key organisations and businesses within the community that support people with dementia
4. Develop a strong voice for people with dementia living in your communities. This will give your plan credibility and will make sure it focuses on areas people with dementia feel are most important.
5. Raise the profile of your work to increase reach and awareness to different groups in the community.
6. Focus your plans on a number of key areas that have been identified locally
7. Have in place a plan or system to update the progress of your community after 6 months and one year

2.1.9 Key components to helping achieve Dementia Friendly Communities are creating Local Dementia Action Alliances, Dementia Friends and Dementia Friend Champions.

2.1.10 The Group has prepared practical guidance for different sectors including employers, arts venues, and customer-facing staff as well as charters for dementia friendly technology and financial services:

- *Accessing and Sharing Information: acting on behalf of a person with dementia*
- *Creating a dementia-friendly workplace: A practical guide for employers*
- *Becoming a dementia-friendly arts venue: A practical guide*
- *Dementia-Friendly Technology Charter*
- *Dementia-Friendly Financial Services Charter*
- *How to help people with dementia: A guide for customer-facing staff*

2.1.11 A copy of the Guidance can be [accessed](#).

2.1.12 The Guide reports a number of case studies as detailed below:

2.2 AGE UK, COVENTRY AND COVENTRY CITY COUNCIL

2.2.1 The Guide reports “Coventry City Council commissioned AGE UK Coventry to work with people with dementia on environmental audits of five day centres and residential care settings across the city. A small team of staff and volunteers visited each of the venues to engage with people with dementia

using or living in these settings, to gather their views and ideas about their environment. “For the people with dementia involved, there was a real sense that they saw the process as important and valuable and with each person it was clear that their contributions were considered. In one case, a day centre member telephoned the worker from Age UK Coventry on the day following their visit as he had thought of something else he wished to raise and didn’t want it to be missed, a clear indication of the significance of the process for the individuals involved”

2.3 THE DEMENTIA ENGAGEMENT AND EMPOWERMENT PROJECT (DEEP)

2.3.1 The Guide reports *“DEEP brings together groups of people with dementia from across the UK and supports them to try to change services and policies that affect the lives of people with dementia. ‘I often say I spend a third of my time on dementia activities, a third of my time doing ‘fun things’, and a third of my time recovering from the other two! Towards the latter days of my career, occasionally I would consider the question, ‘What will I do when I retire?’ Never for one moment could I have anticipated how the last three years have unfurled. Looking back over this time, the biggest rewards have been to see a growing awareness within all sectors of dementia care that the person with a diagnosis can play a significant part in the services which we are to receive. It has been great to see a number of people who previously felt that there was no contribution they could make and nothing they could do to help themselves or others, grow to speaking in front of large and small audiences with passion and conviction, and a real desire to help to make things better for all. Some might say, “Once a teacher, always a teacher.”*

2.4 PROTECTION FROM DOORSTEP CRIME – NORTH YORKSHIRE COUNTY COUNCIL TRADING STANDARDS

2.4.1 The Guide reports *“Doorstep crime gangs increasingly target people with dementia,” warns Ruth Andrews. “It’s big business and well organised.” Gangs specialise in, say, roofing or gardening but share information, grooming victims carefully. The stakes are high; offenders can take tens, even hundreds, of thousands of pounds from victims. “Trading Standards wants to help people stay in their own home safely and confidently. That’s not just about the crime, it’s about seeing the whole person,” explains Ruth. That’s why her 13-strong team has changed their emphasis from prosecution to safeguarding and protection. They’ve put victims in touch with befriending services, arranged family reconciliations, helped get locks changed and had surveyors safety-check homes. “It’s very labour intensive. But it’s hugely rewarding,” says Ruth. One challenge has been gathering evidence differently. Ruth’s team thinks constantly about imaginative ways to build a picture. People with dementia can’t always give written statements so the team captures what they can tell the court on video. This also helps the judge and jury understand the personal impact.” Source – Dementia Friendly Yorkshire JFR 2014*

2.5 HAMPSHIRE DEMENTIA FRIENDLY HIGH STREET

2.5.1 The Guide reports *“Dementia Friendly High Streets - we are working with local, regional and national shops, organisations and businesses to establish High Streets in which people with dementia will feel understood and accepted. Businesses participating in a Dementia Friendly High Street are entitled to display our Dementia Friendly Hampshire window sticker, which shows people with dementia and their carers that the business is working towards being dementia friendly. Our first Dementia Friendly High Street was launched in Fareham on 27 November 2013. Since then we have launched 5 more Dementia Friendly High Streets - supported local Dementia Action Groups to launch a further 2 - Lymington and Lyndhurst; Fleet; Romsey; Alton; Winchester - and have s Eastleigh. Planned launches for 2015 include Milford-on-Sea, Basingstoke and Andover. “*Source – Dementia Action Alliance

2.6 CONNECT HOUSING

2.6.1 The Guide reports *“Involvement with the Dementia Action Alliance has enabled Connect Housing to develop an internal Dementia Strategy detailing how it will be supporting current and future generations of tenants with dementia to live independently and well as part of their communities. Connect is a charitable housing and support provider operating in Leeds, Kirklees and parts of Calderdale and Wakefield, providing quality housing to people in over 700 properties specifically for older people. The organisation is already investing in a wide range of physical improvements to property and has supported about 70 staff to undergo dementia awareness sessions and other training.”*

2.7 CREATING A DEMENTIA-FRIENDLY YORK

2.7.1 It is reported that the York Dementia Without Walls project looked into was needed to make York a good place to live for people with dementia and their carers.

2.7.2 The report goes on to state that dementia-friendly communities can better support people in the early stages of their illness, maintaining confidence and boosting their ability to manage everyday life. The research team investigated how local resources can be harnessed, provided there is enough awareness.

2.7.3 The Joseph Rowntree Trust (JRT) was involved in this Project and part of its involvement in this project it supported people with dementia to create an accessible report for this project. JRT highlights that it was important that there should be a report that was written for people with dementia, by people with dementia. An Officer of the JRT worked with four people with dementia who had been involved in the project in York. She and the publishing manager at the JRT, met people with dementia in small groups or individually. They talked about:

- what the most important findings were for people with dementia themselves
- how the information should be displayed

- the language that is used in the report.

2.7.4 JRT stresses that it was important that the report was relevant and understandable to people with dementia who had not been involved in the project. The draft report was therefore taken to members of the EDUCATE group in Stockport for comments and suggestions which were included in the final report.

2.7.5 It is reported that the Project found that:

- It's about the whole community – we can all contribute and we can all gain.
- We all need to understand better what it means to live with dementia. Training, information should be easy to access and well promoted.
- It's not just about new things - York already has so much to offer.
- People with dementia should be central to planning for the future, and we also need to exploit the potential of technology to improve lives.

2.7.6 The reported conclusions of the Project are:

“These proposals distil many ideas generated by the people who were involved in York Dementia Without Walls.

Recognise that what is good for people with dementia is good for everybody by:

- *Planning for their needs in the development of housing, transport and local facilities.*
- *Expecting good customer service, patience and kindness as the way we treat people in York. The Joseph Rowntree Foundation with the Joseph Rowntree Housing Trust has made its own commitment to becoming a dementia friendly organisation, by looking not only at its services but also at its role as an employer.*

Increase awareness of dementia by:

- *Talking about it more.*
- *Producing more and better information that can be used by a range of people, e.g. carers, GPs, local shopkeepers, teachers in schools.*

Change our attitude towards dementia by:

- *Challenging stereotypes and prejudices directly and by using positive images of older people and people with dementia.*
- *Focusing on what people with dementia can do rather than what they can't.*
- *Assuming that people with dementia will be included rather than excluded. Provide training for people at all levels and in all sectors by:*
- *Developing ladders of training so that people can acquire the right detail of knowledge for their needs.*
- *Using online training resources that are currently available to make access easy and affordable. Encourage people with dementia to use York's wealth of leisure, cultural and spiritual resources by:*
- *Promoting them as dementia-friendly and exploring how they could be rated as such by people with dementia.*

- *Adapting them or relaxing the ‘rules’ – this could apply as much to religious practice as to sports.*

Grasp current opportunities to prepare for the future needs of people with dementia by:

- *Responding to the Joint Strategic Needs Assessment and making sure that reform and reorganisation of health and social care has dementia at its core.*
- *Involving people with dementia in planning for their futures.*
- *Exploiting the potential of technology to improve the lives of people with dementia.”*

2.7.7 The summary to the report can be [accessed](#).

2.8 CREATIVE SPACES

2.8.1 It is reported that the Creative Spaces project is run by the Sensory Trust in Cornwall and was launched in 2014. This initiative provides opportunities for people with dementia to take part in outdoor activity, such as fishing and woodland skills. The Sensory Trust use these nature-based activities as creative methods to enable people with dementia greater access to social opportunities and to improve other people’s knowledge of dementia so that they are better able to support those affected by it. The project targets the isolated and disadvantaged communities in the area, focusing on people aged 65 and over living with dementia at home, carers of older people with dementia, community members including service providers, and children and young people aged 7 - 18.

2.8.2 Further details of the Project can be [accessed](#).

3 CONCLUSIONS

3.1 That the information provided informs the evidence base of this Scrutiny Review.

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Date: 15 August 2017