

 Executive 13th January 2015		Agenda Item No. 16A
Title	Dementia Action Alliance	
For further information about this report please contact	Rob Chapleo, Health & Wellbeing Lead ext 6707	
Wards of the District directly affected	All	
Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006?	No	
Date and meeting when issue was last considered and relevant minute number	N/a	
Background Papers	Nil	

Contrary to the policy framework:	No
Contrary to the budgetary framework:	No
Key Decision?	No
Included within the Forward Plan? (If yes include reference number)	No
Equality Impact Assessment Undertaken	Yes

Officer/Councillor Approval		
Officer Approval	Date	Name
Chief Executive/Deputy Chief Executive	15.12.15	Andrew Jones
Head of Service	15.12.15	Richard Hall
CMT	21.12.15	
Section 151 Officer	15.12.15	Mike Snow
Monitoring Officer	15.12.15	Andrew Jones
Finance	15.12.15	Mike Snow
Portfolio Holder(s)	15.12.15	Moirra-Ann Grainger
Consultation & Community Engagement		
Trade Unions consulted with no adverse comment.		
Final Decision?		Yes
Suggested next steps (if not final decision please set out below)		

1 SUMMARY

This report seeks approval from Executive to sign up to the [National Dementia Declaration](#), sets out the background to the recommendations and outlines an action plan for implementation.

2 RECOMMENDATIONS

- 2.1 That Executive agrees to the Council being a signatory to the National Dementia Declaration.
- 2.2 That Executive agrees to the Action Plan as set out in the Appendix.
- 2.3 That Executive agrees to a principle of adaptation of corporate buildings, when those buildings are improved or adapted for other reasons, as part of the overall business case for the works.

3 REASONS FOR THE RECOMMENDATIONS

- 3.1 To become a member of the Coventry and Warwickshire Dementia Action Alliance, WDC would need to sign up to the National Dementia Declaration and submit a short action plan setting out how we will work towards delivering the outcomes outlined in the declaration. Once this has been submitted successfully, we will be considered a member of the Dementia Action Alliance (DAA).
- 3.2 Members of the Health Scrutiny Sub-Committee were keen for this agenda to be progressed and for it to show that the Council is sensitive to the wider issues around mental health.
- 3.3 There is a question about the level of the expenditure which should be allocated to this initiative. However, minor dementia friendly improvements (eg lighting) are being made to Riverside House reception area, within existing maintenance and repair budgets. The cost of dementia friendly adjustments therefore doesn't necessarily entail additional expenditure, just that the matter needs to be taken into consideration. However, the principle needs to be established that the issue is considered if new build, adaptations or improvements are made to corporate buildings
- 3.4 It is suggested that guidance be developed, in discussion with Housing & Property Services and building managers, to provide information on dementia friendly improvements and adaptations options.

4 POLICY FRAMEWORK

- 4.1 Sustainable Community Strategy
The Strategy has the following aim:
To enable and encourage the people of Warwick District to have an equal access to a healthy life and sense of wellbeing, ensuring that our actions are aligned with the Warwickshire Health & Wellbeing Board's Strategy.
The priorities:

To make every contact count (MECC) in recognising that the Council has many opportunities to impact on people's mental and physical health and wellbeing

4.2 Fit for the Future

This policy contributes to making Warwick District *a great place to live work and visit* and secondly, it contributes to the 'People' strand of the strategy. It does this by reinforcing the Council's positive attitude to the Health & Wellbeing of its workforce and public.

4.3 Impact Assessments

The recommendations support the Equalities and Diversity and Health & Wellbeing objectives of the authority but there are no new or significant policy changes proposed in respect of Equalities.

5 BUDGETARY FRAMEWORK

- 5.1 There are no immediate financial implications resulting from this report. Should the proposed implementation of dementia friendly improvements or adaptations, as part of a bigger scheme, in the future lead to additional costs, these would be identified in the business case for the overall scheme.

6 RISKS

- 6.1 There are no significant risks from the proposals. Indeed they go some way to improve access and egress of individuals from Council premises.

7 ALTERNATIVE OPTION(S) CONSIDERED

- 7.1 Alternative options are:
- Not to seek accreditation
 - To train fewer people and downgrade the improvements proposed.
- 7.2 In terms of adapting corporate buildings the Council could choose not to do any works.

8 BACKGROUND

- 8.1 The word [dementia](#) describes a set of [symptoms](#) that may include memory loss and difficulties with thinking, problem-solving or language.
- There are 800,000 people living with dementia in the UK now and by 2025 there will be over one million.
 - According to latest estimates, in Warwickshire there are 7,615 people living with dementia - a figure that is likely to increase to 9,000 by 2021. Many of us will be affected in some way by dementia during our lifetimes.
 - Dementia is caused when the brain is damaged by diseases, such as [Alzheimer's disease](#) or a series of strokes.
 - Dementia is [progressive](#), which means the symptoms will gradually get worse. The vast majority of causes of dementia cannot be cured, although research is continuing into developing drugs, vaccines and other medical treatments.

- There is much that can be done to enable and support someone with dementia to live well with the condition.
- Care and support should be 'person-centred', valuing the person as an unique individual.

8.2 In March 2012, the Prime Minister launched his [challenge on dementia](#) with a series of commitments to action. Creating dementia-friendly communities is one of the commitments in the challenge. Each signatory organisation sets out what it intends to do in order to deliver better quality of life for people living with dementia who use their services, and their carers. These plans are being published separately. Each organisation is committed to working towards the three principles set in the Coventry and Warwickshire DAA membership guidance:

- raising dementia awareness,
- provision of a dementia friendly environment and working towards changing people's attitudes to embrace people with illnesses and disabilities into their local communities.
- Improving understanding about dementia.

Our action plan for submission to the Dementia Action Alliance is outlined in the Appendix 1.

8.3 Practical considerations would be –

- awareness raising sessions with staff to make them fully aware of Dementia, its signs and symptoms and how it can influence a person's life.
- the importance of treating people living with Dementia in the appropriate way and with the respect they deserve.
- to strive to offer a consistent and appropriate level of customer service to ensure their visit to us is as appropriate and enjoyable as possible.
- meetings can be booked in advance to access the building and ascertain information regarding the best seating and type of shows for individuals
- Ensuring that we are a safe and welcoming place for everyone.
- Make every appropriate contact count to promote the initiative and to encourage partners to participate. We will use the branding to show that staff are dementia friends and Champions and to show that the Council is a dementia friendly community.

8.4 We have worked in partnership with the Alzheimer's Society to write a specification to ensure that Riverside House reception complies with the lighting standards, signage and fixtures, and fittings needed to make it more accessible, not only to people living with dementia, but also to others with sensory impairments.

We will investigate the feasibility of making changes to other corporate buildings and the cost and report back if there are financial implications which cannot be addressed within existing service budgets.

We are considering the best approach to disseminate and display dementia awareness-raising information so it is available to all Warwick District citizens

The Health and Wellbeing Lead Officer is qualified as a 'Dementia Champion' to enable colleagues to become 'Dementia Friends' following an hour's briefing. He will lead on the project.

Appendix 1

ACTION PLAN

The National Dementia Declaration lists a number of outcomes that participating organisations must seek to achieve for people with dementia and their carers.

Description of our organisation's role in delivering better outcomes for people with dementia and their carers.

Consideration must be given to our organisation's role in influencing and supporting the work of other organisations as well as the projects we deliver.

The Council's strategic approach to health provides for scrutiny of how as an authority we deliver health and wellbeing both internally and externally.

The approach with respect to people living with illnesses and disabilities needs to be focused towards

- Raising awareness
- Providing an appropriate environment, and
- Encouraging positive attitudes in the local community

With respect to Dementia it is mainly about improving the lives of those people living with the condition, and their carers.

We will do this by:

- contributing to improved local awareness of dementia through means such as
 - distribution of information
 - dementia friendly housing
 - participation in campaigns such as Dementia Awareness Week
 - encouraging all partners and contracted providers to improve their awareness of dementia
- Partnership working with other organisations and local businesses, local communities, parish councils, churches, NHS and other health facilities
- Briefing and training staff at appropriate levels, particularly staff who have direct contact with the public in the provision of services. Our aim is to offer an excellent level of consistent service so that the customer experience is as effective and satisfying as possible.
- Where cost effective we will make physical alterations to Council buildings to create a dementia friendly environment and enable easier access. We will ensure that we are a safe and welcoming place for everyone and be mindful of the needs of people living with dementia and other visitors living with sensory impairments and confusion.
- Service delivery will take these needs into account similarly, and improvements will be made where necessary.

What are the challenges to delivering these outcomes from the perspective of your organisation?

Challenges to delivery include

- the coordination of the awareness raising of such a large number of staff
- the cost of adaptations.
- establishing constructive partnerships with community groups and local businesses

These will be surmounted by

- making the full range of efficient and effective training opportunities available, including online briefing, and
- developing guidance as to options for improvements and adaptations, so that when changes to corporate buildings are made, dementia friendly choices can easily be taken into account and costed.
- using new and existing networks to ensure that the needs of people living with dementia and their carers are introduced, and kept on the agenda
- using development and planning discussions to underline the need to accommodate dementia requirements early in the life of a proposal