

REPORT TO:	Health and Social Care Scrutiny Sub-Committee 19 December 2017
SUBJECT:	'Dementia Friendly Croydon' and Croydon's Dementia Action Alliance (CDAA)
LEAD OFFICER:	Guy Van Dichele, Interim Director, Adult Social Care
CABINET MEMBER:	Councillor Louisa Woodley
PERSON LEADING AT SCRUTINY COMMITTEE MEETING:	Rachel Carse, Dementia Action Alliance & Social Inclusion Coordinator
WARDS:	All
ORIGIN OF ITEM:	This item forms part of the Committee's work programme
BRIEF FOR THE COMMITTEE:	To articulate and identify a plan for Croydon working towards becoming a Dementia Friendly Borough
NB: Please note this is a working draft for comment following input from Croydon council colleagues and the pre Scrutiny Committee	

1 PURPOSE OF REPORT AND EXECUTIVE SUMMARY

1.1. Purpose

- a) to set out the requirements for, and actions being taken by Croydon to become a Dementia Friendly Borough;
- b) to set out the proposed structures for Dementia Friendly Croydon and its delivery vehicle, Croydon's Dementia Action Alliance (CDAA);
- c) to raise awareness about the launch of Dementia Friendly Croydon and seek support for the work across the Council for CDAA;
- d) to seek support for a range of Dementia Friendly projects across the Council's portfolio.

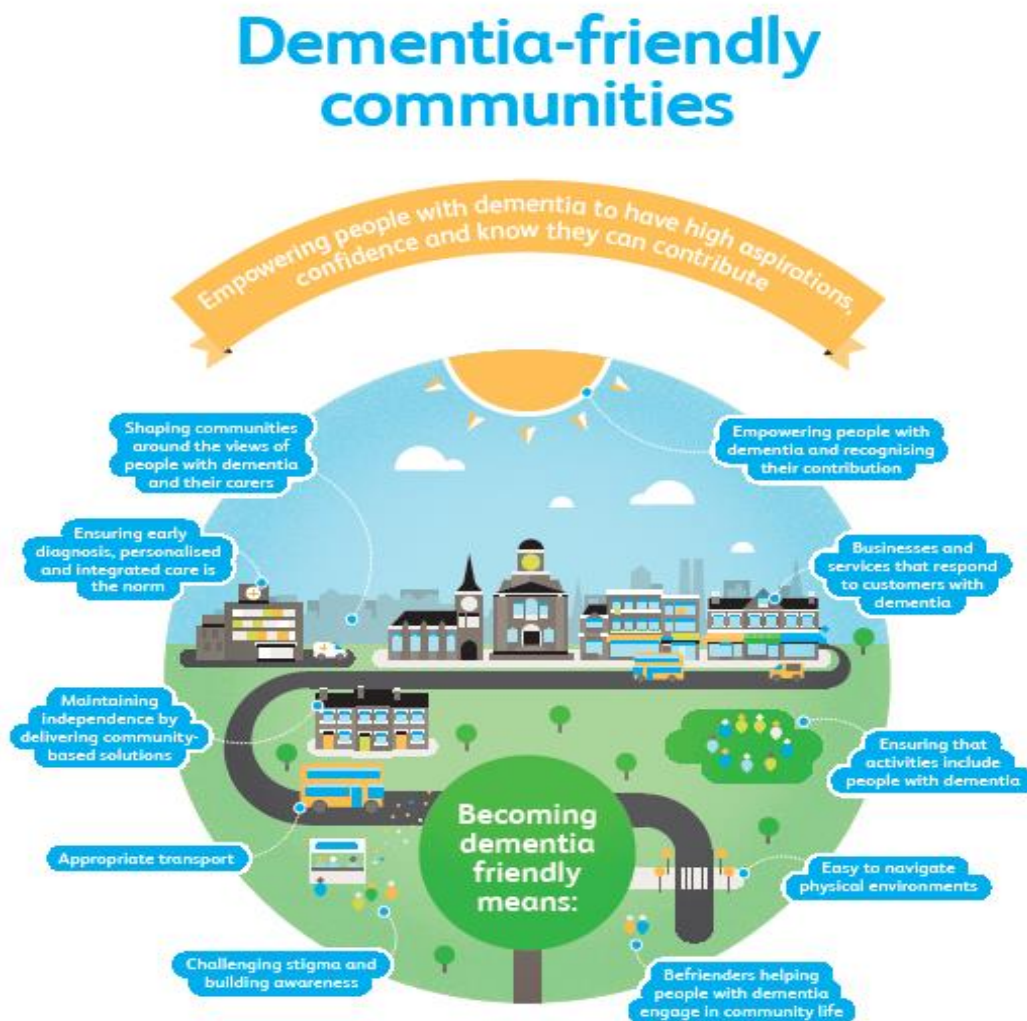
1.2. Executive Summary

- 1.2.1 There are 850 000 people living with dementia in the UK. It costs the UK economy £26.3 billion a year (£11.6; billion unpaid care)¹.
- 1.2.2 In Croydon, at 30 April 2017, the number of people living with dementia in the over 65 population is approx. 3,290. Of those, only 2,197 have been formally diagnosed, approx. 67% of the total with dementia. There is a national priority to increase diagnoses rates. In the same period, diagnosis rates across England were 67.9% and 71.1% for London.
- 1.2.3 Two thirds of people with dementia live in the community, the majority are supported by family who are often working. They, their family and carers are existing or potential clients/customers of many businesses and shops throughout Croydon. Supporting people with dementia and their carers by having a dementia friendly community allows them to live well with dementia in the community and can reduce people needing traditional health and social care support.
- 1.2.4 51% of people caring for someone with dementia are still in work and might need support from their employers. Additionally, some existing employees may also develop early onset dementia. The Equality Act 2010 recognises dementia as a disability, so businesses should make reasonable adjustments to avoid causing discrimination.
- 1.2.5 While incredibly important, social care and health services alone cannot ensure people with dementia in the community live good quality lives. Support from the wider community is essential.

¹ Dementia UK, published September 2014

1.2.6 Being Dementia Friendly is about engaging the whole community and by extension all Council departments in supporting people to live well with dementia.

'Everyone, from governments and health boards to the local corner shop and hairdresser, share part of the responsibility for ensuring that people with dementia feel understood, valued and able to contribute to their community'²



1.2.7 Becoming dementia friendly is at least a two-year project, with a clear sustainable future. To be formally recognised as a 'Dementia Friendly Community' Croydon needs to demonstrate a sustained commitment to the following:

- the right local structure
- a person responsible for driving forward the work
- a plan to raise awareness about dementia in key organisations and businesses to support people with dementia

² <https://www.alzheimers.org.uk/dementiafriendlycommunities>

- giving a strong voice for people with dementia in the community
- raising the profile of the work to increase reach and awareness
- plans focussed on key areas that have been identified locally
- a plan for 6 monthly updates to the community

1.2.8 The delivery vehicle for making Croydon Dementia Friendly is Croydon's Dementia Action Alliance (CDAA), which started in March 2017 and has a mix of private businesses, voluntary sector organisations and public sector bodies in its membership. The Council have appointed, through Integration and Better Care Fund monies, to a two-year post a Dementia & Social Inclusion Co-ordinator. 50% of the role is dedicated to driving forward Dementia Friendly Croydon. However, there are synergies between this programme of work and the wider inclusion agenda.

1.2.9 There has been some good work done by members of the CDAA, but there is a need to increase new membership, agree an action plan and galvanise the work needed for Croydon to become a Dementia Friendly Borough.

1.2.10 A good time to re-launch the Dementia Action Alliance with a clear timetabled action plan would be Dementia Awareness Week 15 – 21 May 2018.

See Annex 1 (Phase 1: Oct 2017 – March 2018
(
(Phase 2: April – Sept 2018
(
(Phase 3: Oct 2018 – Sept 2019

1.2.11 This paper sets out the arrangements in place and our future plans to deliver the requirements in 1.2.7. A particular emphasis is on establishing a structure based around the CDAA that is sustainable and integrated into new arrangements of the Local Strategic Partnership and the Health & Wellbeing Board. This underpins learning already derived from the CDAA and the need to strengthen and embed its reach and influence.

2 DETAILS

2.1.1 What is a dementia friendly community?

'A city, town or village where people with dementia are understood, respected and supported, and confident they can contribute to community life.'

'In a dementia friendly community people will be aware of and understand dementia, and people with dementia will feel included and involved, and have choice and control over their day-to-day lives'³

People with dementia describe a dementia-friendly community as one that enables them to:

- find their way around and be safe
- access the local facilities that they are used to and where they are

³ Alzheimer's Society 2013

known (such as banks, shops, cafes, cinema and post offices)

- maintain their social networks so they feel they belong⁴.

It is also important to remember that being dementia friendly need not be complicated. A lead from one Dementia Friendly initiative said quite simply that “*Being dementia-friendly comes down to kindness.*”⁵

2.1.2 The principles highlighted here could apply to other population groups and the work and learning from establishing Dementia Friendly Croydon would be transferable to other areas in the wider inclusion agenda.

2.1.3 **Guiding principles for Dementia Friendly Croydon**

Putting the person with dementia and the people that care for them at the very centre is fundamental to being dementia friendly. Croydon is therefore mindful in its planning of the following points:⁶

- people with dementia and their carers should stand at the centre of what it means to be dementia friendly.
- the focus of priorities should be on the views of people with dementia⁷
- individuals, businesses, shops, transport, voluntary organisations, health and social care services, faith and community groups can all contribute to making a community Dementia Friendly

2.2. The plans outlined below have been devised to meet the requirements and points outlined in 1.2.7 and 2.1; with the aim of providing sustainable support and impetus to the Dementia Friendly Croydon project.

2.2.1 **‘The right local structure’**

The body that will take the actions based on locally identified priorities⁸ forward is Croydon’s Dementia Action Alliance (CDAA), currently chaired by Hakeem Anjorin, Director, Right At Home. Croydon’s Alliance started in March 2017.

Organisations and individuals who join Dementia Action Alliances commit to three actions that will actively contribute to making the community more dementia friendly.

CDAA’s are invaluable for sharing experiences and learning and they have significant potential for networking, partnerships and advocacy. The more members a CDAA has, the more effective these elements are likely to be.

2.2.2 The Dementia & Social Inclusion Coordinator is the operational lead for Dementia Friendly Croydon. This role sits within the public health team, but operates across adult social care and the wider council.

⁴ Developing dementia-friendly communities Learning and guidance for local authorities

⁵ roshnisheffield.org.uk.

⁶ PAS 1365:2015 Code of practice for the recognition of dementia-friendly communities in England

⁷ PAS 1365:2015 Code of practice for the recognition of dementia-friendly communities in England

⁸ http://www.dementiaaction.org.uk/who_we_are/ldaa_and_dfc

2.3. **Raising awareness about dementia in key organisations and businesses that support people with dementia'**

2.3.1 The range of stakeholders from the community guidance says should fall into the broad categories listed below. ⁹

- arts, culture, leisure and recreation
- businesses and shops
- children, young people and students
- community, voluntary, faith groups and organizations
- fire and police
- health and social care
- housing and planning
- transport

2.3.2 Croydon Council has the opportunity through its roles in areas such as planning, housing, the environment, leisure and schools to play not just an active role through its front facing staff but significantly through its ability to influence the planning and design of neighbourhoods, facilities and services.

2.3.3 Feedback from Dementia Action Alliance leads in other areas and the London DAA Alzheimer's Society lead is that numbers of members, breadth of organisational representation and diversity of membership is what helps make a CDAA successful. Following on from point 2.3.2 above, engagement from teams in a wide range of Council departments would add to the effectiveness of the Alliance.

2.3.4 The key stages in the plan to raise awareness are:

- December 2017 to February 2018 - Engage with people with dementia, their carers and organisations across Croydon to encourage them to join CDAA. The London lead for Dementia Alliances is providing support and advice for this process.
- Link into existing forums and contacts in the community to raise awareness about Dementia Friendly Croydon and joining the CDAA. As an example, colleagues in Croydon Bid Commerce are happy to give out information and encourage businesses to contact the CDAA and Dementia Action Alliance Coordinator.
- Begin mapping dementia activities and services across the borough. For example, identify the number of trained Dementia Friends and Champions in Council teams and other organisations.
- Launch the beginning of Dementia Friendly Croydon and CDAA during National Dementia Week of 15-21 May 2018.

⁹ PAS 1365:2015 Code of practice for the recognition of dementia-friendly communities in England

- Plan a range of activities as part of National Dementia Week in May 2018.
- Throughout 2018 consider longer term engagement plans with organisations and community groups via the CDAA

2.4. **‘A strong voice for people with dementia in the community’**

Dementia Friendly Croydon aims to promote the needs of everyone with dementia in the population and will pay particular attention to giving a voice to the local diverse populations affected by dementia.¹⁰ Formal and informal channels will be used. For example:

- The CDAA membership should include people with dementia and carers of people with dementia.
- In recognition that some people may not wish or be able to attend the CDAA regular informal contact will be maintained with people attending the various Dementia cafes around the borough and other community organisations
- The Dementia & Social Inclusion Coordinator will also work closely with the community organisations to ensure that any views expressed are captured.

2.5. **‘Increase reach and awareness about Dementia Friendly Croydon and Croydon CDAA to the different groups in the community’**

Work raising awareness across different communities is already underway. This work will underpin the publicity for the launch of Dementia Friendly Croydon and CDAA and help raise and sustain the profile across the borough.

- The engagement plan will include the range of people with dementia, carers and organisations / stakeholders that have been reached or will be contacted.
- The team plans to draw on the resources and knowledge held within the Council to ensure that community groups are made aware of the CDAA and feel included in the process of developing Dementia Friendly Croydon.
- A communications plan is being developed with the support of the Council communications team.

¹⁰ ¹⁰ PAS 1365:2015 Code of practice for the recognition of dementia-friendly communities in England

2.6. **‘Plans focussed on key areas that have been identified locally’**

What people with dementia and carers say needs to be done to make Croydon and the different communities within it more Dementia Friendly will inform Croydon’s priorities. To achieve this:

- Conversations with people with dementia and carers will be held between January 2018 – March 2018. The output of these will be used to inform the discussions at the launch of Dementia Friendly Croydon and the CDAA in May 2018.

Priorities will also be informed by the local strategic partnership work and ongoing discussions and feedback at the CDAA meetings.

2.7. **Action planning and reporting**

At CDAA meetings, organisations and individuals will be asked to sign up to the Croydon CDAA and devise three actions that will help them contribute to the key priorities. The Dementia & Social Inclusion Co-ordinator will support organisations in this work. The action plan will be monitored and regular updates given to the Health & Wellbeing Board on a quarterly basis.

Currently there are 8 members of the CDAA and it was agreed at the last monthly meeting to set a target of 50 in November 2018.

2.8. **Next steps - Dementia Friendly Croydon Launch – 15 – 21 May 2018**

The theme for the launch to be agreed with colleagues and service users/carers.

- Attendees will have the opportunity to take part one of the Dementia Friends awareness sessions being run across the borough.
- The team is consulting with the London Dementia Action Alliance lead on what contributes to a successful Alliance Launch.

2.9. **Possible projects for Croydon and examples from other communities**

Overarching themes to consider:

- Safeguarding for both people with dementia and its complexities with carers often who are siblings. Safeguarding is everyone’s business.
- Workforce:
 - getting people in work to understand we are sitting next to someone in work who is dealing with dementia every day
 - Dementia Friends Awareness sessions - ensuring that as many staff dealing with the public both in the council and other organisations are trained as Dementia Friends. There are concerted efforts, by members of the CDAA, to create a wide base of Dementia Friends. However, sustainability and impact would be improved and more effective once there is a list of locally agreed priorities.

- Identify ways to build in dementia friendly approach across contracts with providers (not just health and social care)

Workforce

- Getting Dementia Friend Champion's into Human Resources and other departments across companies will help create capability to sustain capacity of Dementia Friends in the workforce. Dementia Friends Awareness sessions as part of induction will also support sustainability.

Broader projects for consideration that Croydon Council could play an important role in are:

Table 1 Possible and example projects across different workstreams

Engagement area (requirements in 2.3.1)	Examples
Arts, culture, leisure and recreation	<p>Dementia Friendly Parks – Richmond upon Thames has received positive feedback from the Alzheimer's Society on their work around parks and there are many opportunities in Croydon.</p> <p>Libraries –</p> <p>Cinemas and theatres</p> <p>Leisure activities – Havering Borough has adopted dementia friendly leisure facilities and the Dementia Friendly Action Coordinator is engaging with them to learn more.</p>
Businesses and shops	<p>Working with Purley BID and Croydon BID to discuss creating a 'Dementia Friendly High Street'</p> <p>The same principles could be applied to different neighbourhoods across the Borough</p>
Children, young people and students	<p>Linking into schools' Community Engagement and PHSE programmes.</p> <p>There are also possibilities through the Duke of Edinburgh and citizenship schemes.</p>
Community, voluntary, faith groups and organizations	<p>With the Social Value Act, there are opportunities to build Dementia Friendly actions into Croydon contracts</p>
Fire and police	<p>Hampshire police registered as dementia friendly in 2016. The Dementia Action Coordinator will be in touch to find out how Croydon police can become dementia friendly too.</p> <p>Croydon Fire Brigade (CFB) has colleagues who recently worked in Bromley (Dementia friendly fire service) and will bring his learning to</p>

	Croydon. The Interim Borough Commander is very keen for CFB to become an active member of CDAA.
Health and social care	<p>The Dementia Action Coordinator is linking up with the lead Dementia Nurse at Croydon University Hospital. There is some excellent work already underway at the Hospital, it has the first dementia friendly café in a hospital.</p> <p>Work is already underway with the CCG and social care teams in the Council to look at ways of becoming more dementia friendly. e.g. Some Adult Social Workers have already become Dementia Friends.</p> <p>Work with commissioning teams to look at provision for nursing and dementia care homes.</p> <p>Work closely with 'One Croydon' Alliance (Croydon Council, Age UK, SLaM, Croydon CCG [Outcomes based commissioning over 65]) to help ensure that a dementia friendly approach is embedded in their long-term plan.</p>
Housing and planning	Working with planning teams to consider dementia friendly principles in development and regeneration projects. There will be a good opportunity to discuss this in relation to the Westfields Shopping Centre development.
Transport	Working with TFL and local bus companies to ensure people still feel able to use public transport. Other projects include dementia friendly taxi companies

3 CONSULTATION UNDERTAKEN OR PROPOSED

The consultation about Dementia Friendly Croydon is ongoing and will initially focus on the launch in May 2018 for external organisations.

This update will be discussed at the December Health and Wellbeing Board allowing the board to input into the shape of the action plan.

A more detailed report with accompanying presentation will go to Executive Leadership Team in January 2018 to get guidance and support in engaging wider council departments and colleagues.

It is hoped this work will then go to the new Local Strategic Partnership Board in January as well.

4 TIMETABLE

Key timescales include:

May 2018 – Launch of Dementia Friendly Croydon and Croydon Dementia Action Alliance

May 2019 - Submit to be formally registered as part of the national Dementia Friendly Community programme

5 HUMAN RIGHTS, EQUALITIES AND COMMUNITY COHESION IMPLICATIONS

Actions to develop the CDAA has positive impacts for the protected characteristics of disability and age. The Dementia Friendly Communities project encourages participation by all diverse groups with dementia and its priorities are based on the needs of those communities. This will include a particular focus on engaging BME community organisations and links with current project work with BME Forum in Croydon.

6 ACKNOWLEDGEMENTS

In order to develop this work, Croydon has linked with other London Boroughs where their dementia work is more developed, in particular with Merton Public Health Team and Merton Dementia Action Alliance who have given their help and guidance.

The CDAA was started by Hakeem Anjorin from Right At Home and he has played a substantial role in getting things off the ground.

CONTACT OFFICER: Rachel Carse, Category Manager, Commissioning and Improvement

APPENDICES: Appendix 1 Presentation
Appendix 2 Timetable of works

BACKGROUND DOCUMENT: None

