

# RIBBLE VALLEY BOROUGH COUNCIL REPORT TO HEALTH & HOUSING COMMITTEE

Agenda Item No.

meeting date: THURSDAY, 19 OCTOBER 2017  
title: TOWARDS A DEMENTIA FRIENDLY BOROUGH  
submitted by: MARSHAL SCOTT, CHIEF EXECUTIVE  
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## 1 PURPOSE

1.1 To consider the approach to becoming a dementia friendly Borough.

1.2 Relevance to the Council's ambitions and priorities

- Community Objectives – The matters addressed in this report support the actions of the Council's Community Strategy to build on the dementia friendly initiative.
- Corporate Priorities – The Council has stated in the corporate strategy a desire to become a dementia friendly Borough which supports the aims of making people's lives healthier and safer.
- Other Considerations – None.

## 2 BACKGROUND

2.1 The Council has supported work on dementia for a number of years initiated through the work of the former Strategic Partnership and continued through the Community Strategy adopted by Policy and Finance Committee in October 2014. Work on becoming a dementia friendly Council was identified as a key area of action during the Year of Health and Wellbeing, which the Council coordinated during 2014/2015 and has continued to progress with a series of projects. In relation to dementia there was significant progress made in instigating activities and promoting community awareness and support for people with dementia. Progress on this was reported to Health and Housing Committee under the Year of Health and Wellbeing agenda in March 2014, Minute 665 refers. Following staff changes, work has focused on supporting partners in relation to dementia, compared to direct delivery by the Council.

2.2 The Council's actions in terms of delivering against the Community Strategy objective in developing the dementia friendly initiative has been to work alongside a number of partners to establish a Dementia Action Alliance for Ribble Valley through which the partners can deliver a range of initiatives, supporting people with dementia. Having a Dementia Action Alliance in place is recognised by the Alzheimer's Society as a key step in delivering a dementia friendly community and this places the Council with an advantage in terms of its dementia programme. The Ribble Valley Dementia Action Alliance is supported by the Council as a key partner, with the provision of secretariat services and facilitation of meetings. This has provided the Council the opportunity to deliver against its Community Strategy objective, developing dementia care and to participate in a range of activities that supports dementia care in the borough with a minimal resource implication to the Council.

2.3 The growing importance of supporting dementia care in the borough has been further recognised by the inclusion of the aim to become a dementia friendly borough within the Council's Corporate Plan. As Members will be aware a dedicated working group has been established to take forward the desire to become a dementia friendly Borough.

### 3 ISSUES

3.1 In seeking to support the creation of a dementia friendly borough it is important to recognise that it takes time to develop and implement measures to address dementia and support carers in the wider Ribble Valley community. Formal recognition of dementia friendly communities is governed by a process administered by the Alzheimer's Society who offer guidance and a recognised British Standard accredited pathway.

3.2 The Alzheimer's Society produced a number of guides for communities wishing to take forward or be part of a wider recognition as a dementia friendly area. The Society also publishes a series of foundation criteria for the recognition process which are recommended to be considered ahead of any application to become formally recognised. The Local Government Association has also produced specific guidance for Councils wishing to promote the dementia friendly community. Copies of the most relevant publications have been placed in the Members study on Level C. The following links can be used to view the documents.

[https://www.alzheimers.org.uk/downloads/file/2885/guidance\\_for\\_communities\\_registering\\_for\\_the\\_recognition\\_process](https://www.alzheimers.org.uk/downloads/file/2885/guidance_for_communities_registering_for_the_recognition_process)

[https://www.alzheimers.org.uk/downloads/file/2886/foundation\\_criteria\\_for\\_the\\_recognition\\_process](https://www.alzheimers.org.uk/downloads/file/2886/foundation_criteria_for_the_recognition_process)

<https://www.local.gov.uk/sites/default/files/documents/dementia-friendly-community-b7f.pdf>

3.3 A summary of the foundation criteria to meet the recognition process is attached at Appendix 1 to this report. There are a number of key steps in these criteria which need to be addressed in order to continue on the journey to become formally recognised as an accredited dementia friendly community. Critically, it is important to recognise that some of these key steps are either in place or can be readily addressed through existing partnership links. Further work will be required to establish the detailed actions required for the Council to progress towards recognition.

3.4 In addition to developing partnership working to meet the criteria and successful recognition with the community, there are also a number of Council specific issues to give consideration to as actions that specifically demonstrate the Council as an organisation is itself giving a commitment to being dementia friendly. This will cover all service areas of the Council and includes issues such as staff training, access and building layouts, clear signage communications and service design.

3.5 To date much of the work around supporting dementia has been achieved through the existing partnership role within the Council. In seeking to further develop the Council's work, around dementia, it needs to be recognised that there will need to be a wider consideration of resources to help deliver a programme of activities together with any implications longer term for expenditure on Council facilities and maintenance that will need to be borne in mind and programmed.

3.6 Dementia has been recognised as an area where the Council can clearly contribute to the wider wellbeing of the community, and indeed the Council has already made important steps in helping promote awareness. As can be seen from the materials referenced in this report, there are a number of areas where activities will need to be developed but significantly the Council also has the advantage of its previous foundation work and strong partnerships that will assist in delivering against the Council's identified corporate objective. The Council in any event can take a number of measures that will contribute to being dementia friendly, however if Members wish to progress towards formal recognition of being a dementia friendly borough, it is suggested that a detailed action plan and timeframe be developed under the auspices of the working group and that once a clearer picture of the wider resource implication are identified, that a further report is brought back to this Committee for detailed consideration.

#### 4 RISK ASSESSMENT

4.1 The approval of this report may have the following implications

- Resources – Existing work on dementia is accommodated through partnership work. There are no specific budgets established to deliver against any initiatives. Resource requirements will have to be considered as part of the Council's normal budgeting process.
- Technical, Environmental and Legal – No implications identified.
- Political – The desire to become a dementia friendly borough is a stated objective of the Council.
- Reputation – The Council in becoming a recognised dementia friendly Council will add to the Council's reputation as a community friendly organisation.
- Equality & Diversity – The measures outlined in this report will support the Council's ability to meet its obligations under the equality and diversity legislation.

#### 5 RECOMMENDED THAT COMMITTEE

5.1 Agrees to progress with formal recognition as a dementia friendly borough and that the Chief Executive be asked to prepare in conjunction with the working group a detailed action plan for further consideration.

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HEAD OF REGENERATION AND HOUSING

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CHIEF EXECUTIVE

#### BACKGROUND PAPERS

See links above.

REF: CH/EL/191017

## **Dementia Friendly Communities Recognition Process**

This process enables public recognition for work towards becoming dementia friendly.

It asks communities to commit to delivering change and is structured around two key documents:

- BSI Code of Practice for Dementia Friendly Communities – detailed guidance and structure around what dementia friendly looks like and key areas for action.
- Foundation Criteria for Dementia Friendly Communities – seven criteria which help a community understand the way their dementia friendly community should be structured.

It is recommended that communities spend at least three to six months undertaking dementia friendly work before applying for recognition.

In order to apply for recognition as ‘working towards becoming dementia friendly’ the community should be able to:

- Meet the Foundation Criteria (below)
- State what actions the community has taken to date
- State what plans or targets the community has for the future and how the community plans to meet them
- State how the community has involved people affected by dementia in this work

### **Foundation Criteria**

1. ***Make sure you have the right local structure in place to maintain a sustainable dementia friendly community***  
*A local Dementia Action Alliance is the recommended model for this.*
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***  
*For example: Dementia Action Alliance chair, a Councillor/Parish Councillor or local business leader.*
3. ***Have a plan to raise awareness about dementia in key organisations and businesses within the community that support people with dementia***  
*For example, leaflets, e-learning, Dementia Friends Champions or healthcare professionals.*
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.***  
*Engage those with dementia and take their views on board.*
5. ***Raise the profile of your work to increase reach and awareness to different groups in the community***  
*Develop a communications plan to spread the word of your dementia friendly communities plan or local Dementia Action Alliance to the wider community.*
6. ***Focus your plans on a number of key areas that have been identified locally***  
*Identify two or three priorities based on local analysis and evidence e.g. transport or local business.*
7. ***Have a plan in place or system to update on progress of your community after six months and one year***  
*Set out how you intend to report on progress towards becoming dementia friendly at six months and self-assess annually e.g. focus groups, research, mystery shopper, seeking opinions of local employees.*