

<b>Title of Report:</b>	<b>Newbury Dementia Action Alliance</b>
<b>Report to be considered by:</b>	The Health and Wellbeing Board
<b>Date of Meeting:</b>	22/01/2015

**Purpose of Report:** To inform the Board of the work that has been undertaken by the Dementia Action Alliance to promote Newbury as a Dementia Friendly Community.

**Recommended Action:** To consider options for ongoing support so this work can continue.

*When decisions of the Health and Wellbeing Board impact on the finances or general operation of the Council, recommendations of the Board must be referred up to the Executive for final determination and decision.*

<b>Will the recommendation require the matter to be referred to the Council's Executive for final determination?</b>	Yes: <input type="checkbox"/>	No: <input checked="" type="checkbox"/>
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<b>Is this item relevant to equality?</b>	Please tick relevant boxes		<b>Yes</b>	<b>No</b>
Does the policy affect service users, employees or the wider community and:				
• Is it likely to affect people with particular protected characteristics differently?			<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Is it a major policy, significantly affecting how functions are delivered?			<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Will the policy have a significant impact on how other organisations operate in terms of equality?			<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Does the policy relate to functions that engagement has identified as being important to people with particular protected characteristics?			<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Does the policy relate to an area with known inequalities?			<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Outcome</b> Where one or more 'Yes' boxes are ticked, the item is relevant to equality. In this instance please give details of how the item impacts upon the equality streams under the executive report section as outlined.				

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# Executive Report

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## 1. Introduction

1.1 In 2012 the West of Berkshire PCT as was, the NHS Trusts and the three unitary authorities in the west of Berkshire worked collaboratively to make several bids to the Prime Minister's Dementia Challenge Fund. One of the successful bids was funding which was given to each of the local authorities to set up a project to promote the area as a dementia friendly community and as part of this to set up a local Dementia Action Alliance. The funding was sufficient to employ a part time project worker for one year.

1.2 The objectives of the project were:

- to identify ways in which Newbury could become a more dementia friendly place to live and work in line with the National Dementia Declaration. (Appendix i)
- to conduct a consultation with people with dementia and their carers to establish local needs and opportunities
- to obtain 50 action plans for positive change from within the local business, service and public sector community
- to obtain working towards dementia friendly community status for 2014/2015
- to set up a local Dementia Action Alliance
- to host a public launch of the project
- to raise awareness of dementia amongst the local community
- to look at ways to sustain the project going forward

1.3 Details of the outcomes and benefits of this project are contained in the End of Project Report which is attached as an appendix. There is also more information on the Newbury DAA website [newburydaa@westberks.gov.uk](http://newburydaa@westberks.gov.uk) However in brief summary the outcomes and benefits were:-

34 local businesses and organisations signed up to the Dementia Action Alliance

All have undertaken specific actions to make their organisation more dementia friendly

Dementia Friends training was provided and continues to be provided. During the course of the project over 100 people participated on these and became dementia friends

There was a very successful launch on 6<sup>th</sup> June which was opened by Richard Benyon and a local psycho-geriatrician

There was several very positive articles in the local Press and radio.

1.4 The funding for the project worker finished in September 2014 and since then a local group of stakeholders are attempting to carry on however without dedicated co-ordination the group is struggling to maintain momentum and there is a real danger that all the good work and local participation in helping to make West Berkshire a dementia friendly place to live will be lost.

## 2. Equalities

2.1 The project worker undertook wide ranging consultation and below are some of the organisation and groups she consulted with.

- 2.2 The objective of the consultation was to ensure that the project maintained people with dementia and their carers at the heart of its work, ensuring that this was a grass roots project that made a tangible difference to the lives of people living with dementia and their carers in Newbury
- 2.3 A variety of methods were used to gather information from people living with dementia, their families and carers in order to establish those things that they would like to see changed within their community.
- 2.4 Data Collection included :
- Discussions with users at Alzheimer's Society Service Groups
  - One to one informal interviews with people with dementia and their carers
  - Display stand and personal interaction with over 100 members of the public on World Mental Health Day at Newbury Hospital
  - Presentations and discussions at the Carers Courses run by the Memory Clinic
  - Participation at Carers Rights Day at Newbury Town Hall
  - Discussion with the YPWD Empowerment Group
  - Walks around Newbury Town Centre, The Memory Clinic, West Berkshire Community Hospital and the Corn Exchange with a person with dementia to give feedback on accessibility, facilities and environment
  - Discussions and presentations with businesses to establish how they could contribute to a dementia friendly community
- 2.5 The Dementia Action Alliance Co-ordinator has carried out the following presentations and meetings to ensure delivery of the consultation feedback, raise dementia awareness and encourage participation in the dementia friendly community project.
- Newbury Town Council
  - Newbury & District CCG
  - St Georges Church Community
  - Newbury Shop Safe
  - The BID Group
  - Public Forum Meeting
  - The Pharmacy Group
  - The Safer Communities Team – Newbury Police
  - Thames Valley Public Health England
  - Thames Valley Health Knowledge Team
  - West Berkshire Volunteer Centre
  - Empowering West Berkshire
  - West Berkshire Disability Alliance
  - Richard Benyon MP
- 2.6 In addition the DAA Co-ordinator was invited to and participated in:
- Trading Standards SCAM discussion forum  
Social Care Public Account  
Carers Rights Day  
The West Berkshire Pop Up Shop  
Thames Valley Health Knowledge Team – Public Forum on Dementia in West Berks

## Appendices

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### Appendix A – End of Project Report

#### Consultees:

**Local Stakeholders:** The Newbury DAA was established in January 2014 and held its' first Steering Group Meeting on 17<sup>th</sup> January 2014. The group meets monthly and consists of the following members:

John Flynn – YPWD  
Vicky Pocock – Carer for PWD and Parkinsons  
Rachel Craggs – Crime Reduction Officer – Safer Communities Team  
Rachel Johnson - West Berkshire Public Health and Wellbeing  
Alison Love – West Berkshire Adult Social Care  
Ian Taylor – RBFRS  
Carol Brindley – Adult Mental Health Team WBFHT  
Nettie Griffin – BID Group Street Ranger  
Dominic Bartlett – BID Group Street Ranger  
Mary Lesley Downey – Solicitor  
Susan Gillespie – PCOS Thames Valley Police  
Sue Butterworth – DAA Co ordinator

Special thanks should be extended to the following businesses and organisations who have worked to support the Newbury DAA over the past 12 months :

The Corn Exchange  
Newbury Museum  
Newbury Library  
Newbury College  
McDonalds  
Starbucks  
YPWD  
Rainbows Arts & Crafts  
The Hands on Company  
Newbury Singing for the Brain group  
The Berkshire Healthcare NHS Foundation Trust & Beechcroft Memory Clinic  
West Berkshire Public Health & Wellbeing  
West Berkshire Adult Social Care  
The Alzheimer's Society  
The Safer Communities Partnership  
The BID Street Rangers

**Officers Consulted:** Tandra Forster – Head of Adult Services

**Other:**