
West Berkshire Dementia Friendly Community Update

Report being considered by: Health and Wellbeing Board

On: 03 October 2019

Report Author: Sue Butterworth

Item for: Discussion

1. Purpose of the Report

- 1.1 To update the Board on progress made since the Understand, Stand Together conference on 28/3/19 and highlight how it could support the aims and objectives of our dementia friendly community work in West Berkshire.

2. How the Health and Wellbeing Board can help

- 2.1 Encourage all H&WB steering group and board members to become a Dementia Friend

Encourage all West Berkshire Council Members, and Newbury, Thatcham and Hungerford Town Councillors to become a Dementia Friend

Health & Wellbeing Board & Steering Group members to consider how they can work together and in partnership with other non-member organisations to support and encourage further development of our dementia friendly community in West Berkshire

Encourage support and access for people living with dementia and their carers to be included by West Berkshire Council in policies and commissioning of services

Will the recommendation require the matter to be referred to the Executive for final determination?	Yes: <input type="checkbox"/>	No: x <input type="checkbox"/>
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3. Introduction/Background

- 3.1 As part of West Berkshire's ongoing Dementia Friendly Community Programme the West Berkshire Dementia Action Alliance (DAA) delivered a conference on life with dementia on 28th March 2019. The conference has directly led to an increased awareness across a range of strategic partners of the impact of living with dementia in West Berkshire and the actions that can be taken to make our community a better place to live and work if you have a diagnosis of dementia, or care for someone with dementia.
- 3.2 The following 8 key themes emerged from the workshops held at the conference:
- Funding
 - Education

- Inclusivity
- Access
- Transport
- Support for carers
- Safety
- Healthcare

3.3 In response to these outcomes the West Berks DAA prioritised the themes and have created 5 task and finish groups to look into the following areas:

- Education and awareness
- West Berks DAA website – supporting families at point of diagnosis and beyond with easy access to comprehensive information, local resources and signposting to support services through the West Berkshire Directory and Memory Clinic
- Support for carers
- The dementia pathway
- CCG/GP engagement

3.4 In the 6 months since the conference the following has been achieved

Funding

- Jones Robinson Estate Agents have made the West Berks DAA their nominated good cause for 2019 and are holding local fund raising events to raise money to support dementia friendly community projects and increase awareness about dementia
- Sovereign Housing Communities Fund have donated money towards building the West Berkshire DAA website

Education & Awareness

- Downe House School raised £328 for the St Mary's memory café and are designing and volunteering at a session there
- Trinity School Year 10 pupils and tutors became Dementia Friends as part of their PSHE day and school is looking to make this a regular PSHE slot each year
- 16 West Berkshire schools have registered their interest in their pupils becoming Dementia Friends

- 3 New Dementia Friends Champions and over 400 new Dementia Friends have been made since the conference including West Berkshire Councils Legacy Leisure and Libraries and Culture teams. West Berkshire now has over 3000 Dementia Friends.
- West Berkshire are hosting an Alzheimer's Society Dementia Friends Champions Induction Day in Newbury on 27th September – 16 people are registered to become new Dementia Friends Champions
- Nat West Bank appointed their Community Banker to become a Dementia Friends Champion and she is actively delivering Dementia Friends sessions to businesses and groups where she has previously offered SCAM training
- Healthwatch are hosting a Dementia Friends session engaging with their local working partners

Community Actions resulting from the conference:

- Age UK Berkshire conducted a review of their dementia strategy & related policies
- Ongoing partnership work with Public Health and Age UK to look at documenting the Dementia Pathway from a health, social care & community perspective for Berkshire West

New groups established for people living with dementia and their carers

- Through partnership working with Age UK Berkshire a weekly memory Café in Sainsbury's Calcot and weekly signing group in Pangbourne Village Hall are now in operation and are really well attended
- Through partnership working with the Fairclose Centre a new weekly pop in coffee for people affected by dementia has opened
- Through partnership working with Hungerford Resource Centre a new weekly memory café has been developed
- Musical Memories, a singing group welcoming people with dementia, their carers and anyone who would enjoy the social interaction has been set up by the community. Meeting every Wednesday afternoon at St Mary's Thatcham. There are now activity groups supporting dementia 3 times a week in Thatcham
- Connie's Colander, a powerful play about the impact of dementia on a mother and daughter was performed by Human Theatre Story in Pangbourne & Calcot – over 100 members of the public saw the play

New projects in progress

- Dementia enabled design being considered in Kennet Car Park redecoration

- Working with Newbury Town Council to consider dementia enabled design in the new café in Victoria Park
- Working with Thatcham Town Council on refurbishment of Broadway toilets being dementia enabled
- Gardner Leader solicitors have become a dementia friendly practice in Newbury & Thatcham and are looking to become a “Safe Haven” site for the Broadway in Thatcham
- St Mary’s church in Thatcham are in the process of becoming a dementia friendly church
- Thatcham Dementia Forum are progressing a memory and reminiscence garden in Thatcham
- Newbury Rotary Club have approached the DAA expressing interest in local volunteer support and fundraising for a garden project in Newbury and a Christmas celebration at the Memory Cafes
- Partnership work with Falkland Surgery to develop some of their outside space into an accessible garden with vegetable growing.

4. Supporting Information

- 4.1 Please see copy of the Post Understand, Stand Together Conference report - Annex A
- 4.2 Please see further information explaining the Dementia Friends Programme and roles of a Dementia Friend and Dementia Friends Champion – Annex B

5. Proposal(s)

- 5.1 The West Berkshire DAA would like the Board to consider supporting the following:
 - Understanding and awareness around dementia to become embedded in West Berkshire Council and the Health & Wellbeing Board. All West Berkshire Council Members, Newbury, Thatcham and Hungerford Town Council members are invited to become Dementia Friends and the West Berks DAA seek the Health & Wellbeing Boards encouragement in members taking up this offer.
 - Support and access for people living with dementia and their carers to be included by West Berkshire Council in policies and commissioning of services.
 - Health & Wellbeing Board & Steering Group members to consider how they can work together and in partnership with other non-member organisations to support and encourage further development of our dementia friendly community in West Berkshire.

6. Conclusion(s)

- 6.1 The Understand, Stand Together conference has been a catalyst for increased understanding and action around dementia and has illustrated not only the need for increased awareness and action but also the support and enthusiasm for further

developing our dementia friendly community, with lots of work being done by an army of community and workplace volunteers.

Whilst a lot has been achieved since the conference there is a gap around funded coordination of this work going forward. This poses a potential risk for the continuation of this work across West Berkshire. Our dementia friendly community can only be achieved through a coordinated partnership approach.

7. Consultation and Engagement

This report has been collated in consultation with the West Berkshire DAA

8. Appendices

Appendix A – Understand, Stand Together Conference Report

Appendix B – The Dementia Friends Programme

Background Papers:

Health and Wellbeing Priorities 2018/19 Supported:

- ☒ Promote positive mental health and wellbeing for adults.
- ☐ Improve opportunities for vulnerable people to access education, employment, training and volunteering.

Health and Wellbeing Strategic Aims Supported:

The proposals will help achieve the following Health and Wellbeing Strategy aim(s):

- ☐ Give every child the best start in life
- ☐ Support mental health and wellbeing throughout life
- ☒ Reduce premature mortality by helping people lead healthier lives
- ☒ Build a thriving and sustainable environment in which communities can flourish
- ☒ Help older people maintain a healthy, independent life for as long as possible

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