

REPORT TO:		Council	
DATE:		21 January 2016	
PORTFOLIO:		Cllr Munsif Dad - Health and Communities	
REPORT AUTHOR:		Mike Walker Corporate Performance Manager	
TITLE OF REPORT:		Dementia Friendly Hyndburn	
EXEMPT REPORT (Local Government Act 1972, Schedule 12A)	No	Not applicable	
KEY DECISION:	No	If yes, date of publication:	

1. **Purpose of Report**

- 1.1 The purpose of this report is to inform Council of the work underway to establish a Local Dementia Action Alliance in Hyndburn. The report also asks the Council to sign up to the National Dementia Declaration and approve and deliver a Dementia Action Plan.

2. **Recommendations**

- 2.1 It is recommended that Council supports the contents of the report and requests Cabinet to;
- Continue to be an active member of the Dementia Action Alliance for Hyndburn
 - Sign up to the National Dementia Declaration
 - Approve the Dementia Action Plan
 - Implement, monitor and report progress against the objectives in the Dementia Action Plan

3. **Reasons for Recommendations and Background**

- 3.1 Dementia is an umbrella term that describes a set of symptoms that can include memory loss and difficulties with thinking, problem-solving or language. These symptoms occur when the brain is damaged by certain diseases. There are many different types of dementia although some are far more common than others. Often the form of dementia is named according to the condition that has caused the dementia for example Alzheimer's Disease.
- 3.2 Figures produced by the Alzheimer's Society show that there are 850,000 people living with dementia in the UK and over 200,000 people will develop dementia each year. It is estimated that dementia costs the public purse about £9bn per annum and if we factor in unpaid care and privately funded care the total cost of dementia rises to £26bn.

- 3.3 In Lancashire there are around 16,000 dementia sufferers with approximately 1000 Hyndburn residents suffering from dementia. These figures are expected to increase by 25% by 2025.
- 3.4 Dementia can affect people of any age, but is most common in older people. One in six people over 80 has a form of dementia and one in 14 people over 65 has a form of dementia.
- 3.5 Understanding of dementia and how people are affected remains poor and a stigma attached with a diagnosis often causes people to withdraw from society and become isolated.
- 3.6 Public Health England has defined 'Reducing Dementia Risk' as one of their priority areas. Re-design of Dementia Services is a key objective of the East Lancashire Health & Wellbeing Partnership.
- 3.7 In 2010, the National Dementia Action Alliance (NDAA) was formed to tackle these issues and radically change the way our society responds to dementia. Through organisations and communities joining together to form Local Dementia Action Alliances the NDAA wants to create dementia friendly communities, where there is a greater awareness and understanding of dementia and individuals with dementia and their carers feel supported to remain independent and have choice and control over their lives.
- 3.8 Over recent months Public Health colleagues supported by a representative from the Alzheimer's Society have been working to establish a Local Dementia Action Alliance for Hyndburn comprising public, private and community sector. Hyndburn Council has been involved in this work and is seen as an important member of the developing alliance.
- 3.9 Alliance members are being asked to sign up to the National Dementia Declaration and to develop and publish a Dementia Action Plan. Organisations signing up to the National Dementia Declaration commit to:
- Ensuring that the work they do is planned and informed by the views of people with dementia and their carers and showing evidence for this
 - Being an ambassador for the National Dementia Declaration and securing commitment from partners for the second phase of the Declaration
 - Reporting publicly on their progress against the plan they have set out to support delivery of the National Dementia Declaration
 - Working in partnership with other organisations to share knowledge about best practice in dementia
 - Improving understanding about dementia.
- 3.10 Separate to the declaration, each signatory organisation is asked to set out in an action plan what it intends to do in order to deliver better quality of life for people living with dementia and their carers. These plans will be published on the Dementia Action Alliance website. Alliance members will be expected to monitor and report on the implementation of the Action Plan.
- 3.12 The Action Plan proposes 3 actions which in summary are:

- Raise awareness of dementia and the Dementia Friends initiative
- Develop Dementia Champions in each of our main public buildings
- Undertake a dementia friendly review of the public areas of our buildings

Appendix 1 sets out a The proposed Dementia Action Plan for the Council that, if approved, will be submitted to the Dementia Action Alliance.

3.13 The Steering Group that has been working to establish the Local Dementia Action Alliance for Hyndburn will continue once partners have committed and signed the declaration and developed their action plans.

4. **Alternative Options considered and Reasons for Rejection**

4.1 The Council does not have a legal duty to sign up to the National Dementia Declaration, become a member of a local action alliance or to develop a dementia action plan so could opt to reject the report recommendations. Their community leadership role and the services they deliver, many of which will be delivered to residents living with dementia, make Local Authorities important partners at both national and local level in developing a dementia friendly society. The ‘do nothing’ option is not recommended because the Council could be seen as failing in its community leadership role and failing in its commitment to deliver customer focussed services.

5. **Consultations**

5.1 Not applicable

6. **Implications**

Financial implications (including any future financial commitments for the Council)	<p>A number of organisation provide free dementia training and this will be used where appropriate. If training costs are incurred these will be paid for out of existing budgets.</p> <p>Checklists are readily available to enable dementia friendly review of public buildings to be undertaken by our own staff. There may be costs associated with any improvement actions identified by the review and if / how to fund them would need to be decided.</p>
Legal and human rights implications	<p>There are no Legal and human rights implications associated with the report recommendations</p>
Assessment of risk	<p>There are no risks associated with the report recommendations</p>
Equality and diversity implications <i>A Customer First Analysis should be completed in relation to policy</i>	<p>A Customer First Analysis has been prepared (Appendix 2) and no equality and idversity implications have been identified.</p>

<i>decisions and should be attached as an appendix to the report.</i>	
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7. **Local Government (Access to Information) Act 1985:**
List of Background Papers

7.1 *None*

8. **Freedom of Information**

8.1 The report does not contain exempt information under the Local Government Act 1972, Schedule 12A and all information can be disclosed under the Freedom of Information Act 2000.

National Dementia Declaration Action Plan

Area covered

Please make clear what area your organisation operates in. At the moment this is on the basis of local authority boundaries. For example an organisation may say they work in Birmingham, Sandwell, Solihull and Walsall; another may say Staffordshire and Stoke-on-Trent. If you are not sure, be as descriptive as possible.

Hyndburn which includes Accrington and surrounding townships (Great Harwood, Clayton-le-Moors, Rishton, Baxenden, Oswaldtwistle, Church, Huncoat)

Select your organisation type:

Commercial

Public Sector

Third Sector

What sectors does your organisation work in?

Care

Commissioners

Communication

Education

Emergency services

Faith groups

Finance

Hospital Trusts

Hospitality

Housing

Local authorities

Membership

organisation

Other Health

Pharmaceutical

Recreation

Research

Retail

Transport

Utility

Completing your Action Plan

1. The National Dementia Declaration lists seven outcomes that the DAA are seeking to achieve for people with dementia and their carers. How would you describe your organisation's role in delivering better outcomes for people with dementia and their carers?

Hyndburn Borough Council is committed to improving outcomes for people living with dementia. We will do this by raising awareness and understanding amongst our staff and Councillors in order to ensure that we can know the signs and symptoms and that appropriate action can be taken; by assisting in the promotion of dementia friends amongst staff, partners and the community; and also by ensuring that our services are accessible for people with dementia and their carers.

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

Due to financial restraints on Local Authorities there is now less capacity and resources, however we will aim to build work into existing procedures.

There is expected to be a rise of 25% in dementia sufferers living in Hyndburn between 2015 and 2025.

3. What are your plans as an organisation to respond to these challenges between now and 2014?

1. Action Title

This is a short sentence summarising the Action (max 25 words)

Raising Awareness of Dementia and the Dementia Friends Initiative

Action Description

This is where you go into more detail about the Action.

We will deliver Dementia Friends awareness sessions to our staff and Councillors and encourage them to be Dementia Friends.

Stage of Action

Please select one. For further explanation see Appendix.

Case Study

Delivery

Implementation

Initial Scoping

Planning

Uncompleted

Launch event –
advocacy

Other:

2. Action Title

This is a short sentence summarising the Action (max 25 words)

Undertake a dementia friendly audit of relevant council buildings

Action Description

This is where you go into more detail about the Action.

Undertake a dementia friendly audit of the public areas of relevant council buildings to identify any potential issues for dementia sufferers (e.g. a black entrance mat on the floor may be seen as a hole by a dementia sufferer).

Stage of Action

Please select one. For further explanation see Appendix.

Case Study

Delivery

Implementation

Initial Scoping

Planning

Uncompleted

Launch event –
advocacy

Other:

3. Action Title

This is a short sentence summarising the Action (max 25 words)

Train Officers as Dementia Champions

Action Description

This is where you go into more detail about the Action.

Train a number of officers that are spread throughout different Council Departments and Council buildings to lead of dementia issues for the organisation, be aware of key issues and be able to signpost accordingly.

Stage of Action

Please select one. For further explanation see Appendix.

Case Study

Delivery

Implementation

Initial Scoping

Planning

Uncompleted

Launch event –
advocacy

Other:

Appendix 2

Customer First Analysis

1. Purpose

What are you trying to achieve with the policy / service / function?

Raise awareness about dementia and improve services for dementia sufferers and their carers.

Who defines and manages it?

Dementia Action Alliance, Corporate Performance Manager

Who do you intend to benefit from it and how?

Dementia sufferer and their carers / families.

Improving understanding of dementia, removing the stigma often attached to dementia and ensuring our services are dementia friendly

What could prevent people from getting the most out of the policy / service / function?

Not applicable

How will you get your customers involved in the analysis and how will you tell people about it?

Through the Hyndburn Dementia Action Alliance

2. Evidence

How will you know if the policy delivers its intended outcome / benefits?

Customer feedback through the corporate complaints procedures and via the Hyndburn Dementia Action Alliance

How satisfied are your customers and how do you know?

No complaints from dementia sufferers or their carers indicating there are problems with our services

What existing data do you have on the people that use the service and the wider population?

General statistics showing number of people living with dementia

What other information would it be useful to have? How could you get this?

Local feedback from dementia sufferers and their carers. This could form part of the role of the Hyndburn Dementia Action Alliance

Are you breaking down data by equality groups where relevant (such as by gender, age, disability, ethnicity, sexual orientation, marital status, religion and belief, pregnancy and maternity)?

Not applicable

Are you using partners, stakeholders, and councillors to get information and feedback?

Yes through the Hyndburn Dementia Action Alliance

3. Impact

Are some people benefiting more – or less - than others? If so, why might this be?

Whilst it is intended to benefit dementia sufferers and their carers the policy won't disadvantage others. Dementia does not differentiate between any of the equality target groups but is more prevalent in older people.

4. Actions

If the evidence suggests that the policy / service / function benefits a particular group – or disadvantages another - is there a justifiable reason for this and if so, what is it?

No

Is it discriminatory in any way?

No

Is there a possible impact in relationships or perceptions between different parts of the community?

No

What measures can you put in place to reduce disadvantages?

Not applicable

Do you need to consult further?

No

Have you identified any potential improvements to customer service?

No

Who should you tell about the outcomes of this analysis?

Not applicable

Have you built the actions into your Business Plan with a clear timescale?

A standalone Dementia Action Plan forms part of the policy
When will this assessment need to be repeated?
When any significant change is made to the policy

Name: _____ **Signed:** _____

Service Area: _____ **Dated:** _____

If applicable, please attach copy of – or website link to - the cabinet report for reference.

Don't forget to return your written record to HR.