

PLYMOUTH CITY COUNCIL

Subject: Dementia Friendly City Progress Update
Committee: Cabinet
Date: 13 October 2015
Cabinet Member: Councillor Tuffin
CMT Member: Carol Burgoyne (Strategic Director for People)
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Ref: DFC
Key Decision: No
Part: I

Purpose of the report:

To provide an update on the progress of the dementia friendly city part of the Joint Dementia Action Plan and information on future plans.

The Brilliant Co-operative Council Corporate Plan 2013/14 -2016/17:

The Dementia Friendly City part of the Joint Dementia Action Plan helps to meet the City's vision to be

a place where an outstanding quality of life can be enjoyed by everyone as it focuses on some key outcomes for people living with dementia which will help to enhance their quality of life and support them to remain independent for as long as possible

The Dementia Friendly City supports the Council's values:

- Democratic: The Plymouth Dementia Action Alliance has a diverse membership base that works in close partnership with PCC and also regularly consults with people living with dementia and carers.
- Responsible: there will be an increasing number of people living with dementia and the Council takes seriously its responsibility for supporting their independence and for them to have choice and control over their lives and the services they use
- Fair: through supporting the Dementia Friendly City, the Council aims to treat people with dementia as equal citizens and remove barriers to them being able to engage and participate
- Partners: The Dementia Friendly City is a programme of work carried out by PCC and a diverse range of organisations from a variety of sectors
- The Dementia Friendly City fits with the Caring Plymouth agenda, promoting health and wellbeing and striving towards people with dementia being treated equally. This will support the achievement of the Caring Plymouth outcomes in terms of prevention, enabling people with dementia to take control of their lives and treating them with dignity and respect.

**Implications for Medium Term Financial Plan and Resource Implications:
Including finance, human, IT and land:**

All activity, including future events planned for this year are covered by existing budgets and therefore there is no financial impact.

Other Implications: e.g. Child Poverty, Community Safety, Health and Safety and Risk Management:

None

Equality and Diversity:

Has an Equality Impact Assessment been undertaken? No

Recommendations and Reasons for recommended action:

Cabinet are asked to note the progress in making Plymouth a Dementia Friendly City and asked to continue supporting this initiative

Alternative options considered and rejected:

None

Published work / information:

None

Background papers:

None

Sign off:

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Originating SMT Member Craig McArdle													
Has the Cabinet Member(s) agreed the content of the report? Yes													



Northern, Eastern and Western Devon
Clinical Commissioning Group

One System, One Budget - 'the right care, at the right time, in the right place'

DEMENTIA FRIENDLY CITY PROGRESS UPDATE

Background

The number of people with dementia in Plymouth is set to increase from 3185 in 2015 to 3264 in 2020. Currently we have achieved a diagnosis rate of 53% with a target to achieve 67% by November 2015. In terms of improving on this, there are lots of initiatives to raise awareness and identify people who may have dementia, of which the Dementia Friendly City is a key part.

Dementia Friendly Communities aim to:

- Raise awareness and understanding of dementia.
- Encourage people with dementia and their carers to seek help and support.
- Ensure that people with dementia feel included in their community, are more independent and have more choice and control over their lives.

The 'Dementia Friendly Community' idea was first formed in Plymouth by the Plymouth Dementia Action Alliance which was founded in 2011 by a partnership between Plymouth City Council and the University. The concept was then adopted nationally and in the summer of 2013, Plymouth was invited by the Alzheimer's Society to join the 'early adopter' group for the recognition process of dementia friendly communities and at an event hosted by the Council Leader, Councillor Tudor Evans, on 2nd August 2013, Plymouth City Council and its partners launched the 'Dementia Friendly City' initiative. This committed Plymouth to work to become one of the first dementia friendly cities in the UK.

In Plymouth we have a Dementia Strategy and Action Plan and one of our strategic priorities is to support the development of the Dementia Friendly City. This Strategy and Action Plan were approved by the City Council's Cabinet in September 2014 and the Western Locality of the CCG at the same time.

In 2015/16 the Action plan focuses on:

1. Dementia Friendly City Centre
2. Dementia Friendly Energy Company
3. Dementia Friendly Communities
4. Dementia Friendly Plymouth City Council
5. Dementia Friendly Primary Care

On September 16 2015, Plymouth was presented with a national award by the Alzheimer's Society at a ceremony in London for being a finalist in the category of "Best Dementia Friendly Community Initiative".

We are working with Plymouth University (via their Megareach programme) on a 3 year evaluation of the whole PCC Dementia Friendly City Programme and central to this will be the active involvement of people living with dementia

Joint Dementia Action Plan: progress and future plans

1. Dementia Friendly City Centre

City Centre Dementia Summit Event was held on 27th March in Plymouth Council House, aiming to engage the commercial sector. Following this, the PDAA has welcomed 10 new member organisations including:

1. The first bank (Barclays)
2. The first building society (Chelsea)
3. The first hotel (New Continental, who have started an online blog about their journey towards becoming dementia friendly: <http://www.newcontinental.co.uk>)
4. The first supermarket (Sainsbury's, Armada Centre)
5. The first GP practice
6. Plymouth & Devon Chamber of Commerce
7. Colebrook (SW) Ltd
8. Sentinel Healthcare CIC
9. Select Appliances
10. PCC Car Parking Team.

<http://www.plymouthherald.co.uk/Dementia-Summit-success-local-businesses/story-26242784-detail/story.html>

The DFC Co-ordinator will build upon momentum gathered from the Summit by continuing to work to increase the number of city centre businesses and hotels that are PDAA members and the following illustrates how this will happen:

Plymstock Broadway Shopping Centre (comprised of 40 retail, financial and care outlets) have expressed an interest in becoming a Dementia Friendly Zone and the first part of this process included an initial presentation by the DFC Co-ordinator to the tenants at their quarterly meeting (August 2015). Subsequently, the centre manager has put information in the Broadway newsletter re: booking onto an initial awareness session in a venue provided by one of the tenants on the Broadway and support will also be given to carry out premises audits (to happen over the next 6 months).

Drake Circus Shopping Centre: The DFC Co-ordinator will support the centre towards becoming dementia friendly and this will include the centre team of 76 (security, cleaning, front of house and back office, day and night staff) attending dementia awareness sessions (September 2015) and assistance with conducting an environmental audit of the centre premises. The centre director will also try to encourage managers from the retail outlets to attend awareness sessions during a series of future breakfast events.

City Centre Plan For The Forthcoming Year: The DFC Co-ordinator will work in partnership with Healthy High Street Retailers to encourage more retailers in the Business Improvement District (BID) to become dementia friendly. To take this forward, Drake Circus Centre are planning a wellbeing month for January 2016 and the Healthy High Street Group are planning to have a health-related event one day per month through 2016 and the engagement of other retailers to the dementia friendly approach will tie in with that. There are currently way over 500 businesses in the BID district and an initial target of aiming to engage at least 50% of them over the next twelve months has been discussed by the DFC Co-ordinator and Healthy High Street group. Dementia Champions from Marks and Spencer, Boots and Plymouth Citybus will work in partnership with the

DFC Co-ordinator to roll out dementia awareness to the other businesses. The DFC Co-ordinator will form a working party to thoroughly plan this work and the party will initially consist of the Co-ordinator, the Santander Director, the Premier Relationship Manager, Barclays and anyone else who wishes to get involved as it progresses

Plymouth & Devon Chamber Dementia Breakfast Event: Bond Dickinson are sponsoring this event (September 2015) and its' aim is to engage as many of the chamber member organisations as possible to the dementia friendly approach, with planned presentations from the PDAA chairman, DFC Co-ordinator and PDAA member organisation, Plymouth Citybus.

2. Dementia Friendly Energy Company

The DFC Co-ordinator will support Plymouth Energy Company to become dementia friendly by March 2016, starting with an initial awareness session to create dementia friends in the staff team (planned for October 2015).

3. Dementia Friendly Communities

During Dementia Awareness Week in May 2015, a wide range of organisations across the city worked together to deliver a full programme of events. One of these was a pilot reminiscence and awareness event in Plymstock library (a partnership between the central library team and the Alzheimer's Society). Resulting from the success of this, there is now a series of monthly "Memory Roadshows" being held in different libraries across Plymouth.

The DFC Co-ordinator will work on increasing the number of Dementia Friends in community organisations/groups via the Plymouth Octopus Project. An initial meeting has been set up to plan Dementia Friends session in September 2015.

4. Dementia Friendly Schools

The DFC Co-ordinator (in partnership with the Healthy Child Leadership Associate, PCC and the lead teacher for dementia awareness at Stoke Damerel Community College) has produced a dementia resource pack for schools, which was presented to Governors at their conference on 9th May 2015 and will be offered out directly to schools across the city from the autumn term.

Further collaborative work with Stoke Damerel Community College (SDCC) is being planned to involve health and social care students from the school offering to deliver dementia awareness sessions to year 5/6 pupils in the 12 primary schools that feed into SDCC, alongside support from the DFC Co-ordinator over the next 12 to 18 months.

As part of HCQM Bronze auditing and support process, 46 schools in Plymouth have discussed opportunities for Dementia Awareness. We are working to develop this further during 2015/16

5. Dementia Friendly Plymouth City Council

In May 2015, the DFC Co-ordinator delivered awareness sessions to the civil enforcement team and in August 2015, the team were supported with conducting an audit of the Western Approach and Theatre Royal Car Parks and the recommendations for changes to signage are planned to also be extended to further PCC -owned car parks across the city. Also in August 2015, The DFC Co-ordinator discussed some suggestions on what would make city centre car parks even more dementia friendly (made by a group of carers to partners with dementia from Carer's Hub) with the Senior Community Protection Officer. Resulting from this, there is a plan in place to pilot the allocation of 2 designated dementia friendly bays on entry level and near to the ticket machines in the

Mayflower East, Western Approach and Theatre Royal Car Parks. This will mean that **Plymouth will be the first city in the UK to have Dementia Friendly Car Parks.**

PCC currently has 8 Dementia Champions and the following departments are members of the Plymouth Dementia Action Alliance:

1. Plymouth Arts & Heritage Service
2. The Public Protection Service (In May 2015, 17 staff in the Bereavement Services part of Public Protection attended an awareness session and became dementia friends)
3. The Parking Unit
4. The Library Service-most of the library staff across the city have now attended awareness sessions and the central library team have committed to rolling out awareness sessions to all customer services teams by the end of May 2016. The DFC Co-ordinator will liaise with this team and relevant managers to ensure that other customer-facing staff also have the opportunity to attend sessions
5. The Contact Centre and First Stop
6. The Housing Options service
7. Human Resources and Organisational Development

New Plymouth History Centre: the majority of the museum and art gallery staff are dementia friends (The DFC Co-ordinator will do a 'mop-up' awareness session to any outstanding ones and the same team will staff the new History Centre. An initial meeting between the DFC Co-ordinator and Museums and Heritage Co-ordinator took place in October to discuss dementia friendly building design considerations, staff awareness

6. Dementia Friendly Primary Care

Dementia Friendly Pharmacies: The DFC Co-ordinator delivered an awareness session to pharmacy staff from across the city on the 19th May 2015, creating 45 dementia friends.

Dementia Friendly GP Practices: The DFC Co-ordinator attended the GP Forum on 10th March 2015 and this summer, Plymouth gained its' first GP practice working towards being dementia friendly. Subsequent to this, Chard Road surgery and the 4 Plymouth Community Healthcare practices (Ernesettle, Trelawney and Cumberland surgeries and Mount Gould PCC) will be supported to also become dementia friendly.

34 Occupational Therapy Students from across all 3 years of the BSc O.T. programme and the MSc (pre-reg) programme at Plymouth University attended dementia awareness sessions as part of a CPD event in June and the department has requested this is repeated for the intake of new students in the academic year.

7. Other Achievements

The 4th annual dementia conference was held on 6th February 2015 at Plymouth Guildhall to raise the profile of Plymouth's dementia work and share best practice, which was both very well attended and received. PCC will again, work in partnership with the PDAA and Plymouth University to host a 5th conference in March 2016.

Derriford Elderly Care Wards Review against Plymouth Hospitals NHS Trust Dementia Standards was carried out on the 9th February 2015 and 'working to become dementia friendly' awards were given. The trust has a Dementia Improvement Plan and they aim to have more clinical teams becoming dementia friendly and also to specifically focus on improving the hospital environment for people with dementia.

Plymouth City Art Gallery ran an extremely well received weekly art group for people with dementia and their carers (Arts and Minds project) with the evaluation showing improved cognitive functioning amongst participants.

'Dementia in the Workplace' Guidance document was produced by Will Blagdon (PDAA member) for the British Marine Federation.

Torpoint Ferry Plymouth Citybus and the DFC Co-ordinator will support the Torpoint Ferry with their wish to become dementia friendly (initial meeting to start this process scheduled for October 2015).

Devonport Naval Base The DFC Co-ordinator will support with raising awareness amongst naval personnel by delivering awareness sessions (2 initial ones planned for October 2015)

There are also a large number of other organisations who are at the start of their dementia friendly journey and/or have expressed interest in joining the PDAA and these include:

1. Devon and Cornwall Police
2. Plymouth Dance (who are planning to work in partnership with Plymouth university to hold monthly dance and dementia events in the Guildhall)
3. Select Homecare
4. The Life Centre
5. The Original Pasty House
6. Express Diagnostics

Dementia Friendly City Celebration Evenings

This year in October Plymouth City Council and the Plymouth Dementia Action Alliance are holding the third annual Dementia Friendly City Celebration event. Organisations that have committed themselves to become dementia friendly and care homes that have achieved the Dementia Quality Mark over the last 12 months are awarded their certificates.