
REPORT TO:	HOUSING AND COMMUNITY SERVICES COMMITTEE	AGENDA ITEM: 8
DATE OF MEETING:	10th MARCH 2016	CATEGORY:
REPORT FROM:	DIRECTOR OF COMMUNITY AND PLANNING	OPEN:
MEMBERS' CONTACT POINT:	VICKY SMYTH 01283 595776 vicky.smyth@south-derbys.gov.uk	DOC:
SUBJECT:	SOUTH DERBYSHIRE DEMENTIA FRIENDLY COMMUNITY	REF:
WARD(S) AFFECTED:	ALL	TERMS OF REFERENCE: HCS 07

1.0 Recommendations

1.1 Members approve South Derbyshire District Council to act as a co-ordinating body for the South Derbyshire Dementia Action Alliance that will support development of a Dementia Friendly Community model in South Derbyshire.

2.0 Purpose of Report

2.1 To inform members about the Alzheimer's Society Dementia Friendly Community initiative.

2.2 To approve South Derbyshire District Council to act as a co-ordinating body for the South Derbyshire Dementia Action Alliance.

3.0 Detail

3.1 The Alzheimer's Society and others are working in partnership to support communities that want to become dementia friendly.

3.2 The latest figures for South Derbyshire show that 638 people are recorded as having dementia (0.78% of all registered GP patients). However many more may be effected by dementia that haven't been officially recorded.

3.3 South Derbyshire also has one of the fastest growing ageing populations in Derbyshire. By 2035, 26% of the population will be over 65, 13% will be over 75 and 5% will be over 85. This may increase the prevalence of dementia in the district and in turn put additional pressure on services moving forward.

3.4 Becoming a dementia friendly community will take a number of years, but will be a proactive approach to support people with dementia in South Derbyshire. This will be facilitated by forming a Dementia Action Alliance (DAA) in South Derbyshire. This is a vehicle to work towards 'Dementia Friendly Community' accreditation. The Alliance will co-ordinate work in the locality.

3.5 The Council has been approached by members of the local community that are starting to form a Dementia Action Alliance. They have asked the Council to act as the co-ordinating body for South Derbyshire accreditation. The Alliance will then work towards making South Derbyshire a Dementia Friendly Community.

3.6 Dementia friendly communities support people with dementia to enable them to live well in the community. Some ways in which this can be achieved include:-

- Shaping communities around the views of people with dementia and their carers
- Ensuring early diagnosis, personalised and integrated care is the norm
- Maintaining independence by delivering community based solutions
- Appropriate transport
- Challenging stigma and building awareness
- Befrienders helping people with dementia engage in community life
- Easy to navigate physical environment
- Ensuring that activities include people with dementia
- Businesses and services that respond to customers with dementia
- Empowering people with dementia and recognising their contribution

Building dementia friendly communities: A priority for everyone, Alzheimer's Society, 2013

3.7 This approach also links to the South Derbyshire Health and Wellbeing Group priority of 'supporting the health of older people in their own homes'. As such, Public Health are supporting the initiative with both financial support (£2,700) and significant development worker time. Additional in kind support will also be provided by South Derbyshire District Council, CVS, the Alzheimers Society and numerous local businesses.

3.8 In addition, the initiative will support new Council Corporate Plan priorities and Adult Care priorities for the district. As well as linking to other local initiatives such as the 'Trusted Befriending Network' and 'Dementia Friends'.

3.9 A South Derbyshire Dementia Action Alliance Launch event is taking place on the 24th February to promote local enthusiasm, engage local partners and establish a local action plan. This session will be followed by a 'Dementia Friends' awareness session.

3.10 Local delivery in South Derbyshire will be achieved through the work of the South Derbyshire Action Alliance with support from the Health and Wellbeing Group. The approach fits well with our existing Healthier South Derbyshire partnership brand.

4.0 Financial Implications

4.1 There will be no financial implications for the Council. Some in kind support will be offered by the Health Partnership Manager.

5.0 Corporate Implications

5.1 The services cut across many corporate agenda's and these are shown below: -

- Sustainable Growth and Opportunity

- The project supports promotion of The National Forest and opportunities available in it e.g. Walking For Health.
- Sessions are offered free to ensure good access for all.
- Sessions will be delivered in different Hub areas around the district.

- Lifestyle Choices
 - The Project promotes increased participation in physical activity and supports the development of a healthier lifestyle.

- Value for Money
 - Development of employees by up skilling the workforce.

6.0 Community Implications

6.1 The service proposals will have a significant impact on improving the health and wellbeing of South Derbyshire residents.

7.0 Conclusions

7.1 The Dementia Friendly Communities approach links to the Corporate Plan, individual service plans, the Community Strategy and the South Derbyshire Health and Wellbeing Locality Plan. It will provide an overall framework for making South Derbyshire a dementia friendly place to live and work.