

**South  
Derbyshire**  
District Council

# Corporate Equalities Annual Report 2017/18

**South Derbyshire Changing for the Better**

# Introduction

The Equality Act 2010 places a duty on public bodies such as South Derbyshire District Council to ensure they consider the needs of individuals in their day-to-day work when developing policies, delivering services and in relation to their own employees.

The act includes the Public Sector Equality Duty, which replaced the former duties relating to race, disability and gender equality.

## Public Sector Equality Duty

The Equality Duty was developed in order to harmonise the equality duties and to extend them across all protected characteristics. Those subject to the Equality Duty must, in the exercise of their functions, have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act
- Advance equality of opportunity between people who share a protected characteristic and those who do not
- Foster good relations between people who share a protected characteristic and those who do not.

Having 'due regard' is an important part of the duty and means consciously thinking about the three aims of the Equality Duty as part of the decision-making process.

The Act states that meeting different needs involves taking steps to take account of disabled people's disabilities. It describes fostering good relations, tackling prejudice and promoting understanding between people from different groups. It states that compliance with the duty may involve treating some people more favourably than others.

## Specific Equality Duties

In addition to the general duties outlined above, 'specific duties' have been introduced to help public bodies achieve the aims of the general duties. Under the specific duties, we must:

- Publish information to demonstrate compliance with the Equality Duty annually
- Adopt and publish equality objectives that must be reviewed at least every four years. This was last undertaken in April 2016.

## How this report is organised

This report is designed to highlight what we've done to meet the Equality Duty during 2017/18 and to demonstrate how we have continued to play our part in helping to make society fairer by tackling discrimination and providing equality for all.

The first section demonstrates how we've met the Equality Duty. Some of the work is ongoing. The second section looks at the progress we have made in relation to meeting our equality objectives.

Information in relation to our employees can be found in our Workforce Profile.

# 1. Public Sector Equality Duty

This section of the report demonstrates how we are meeting or have met the Equality Duty in 2017/18 within the following categories:

- Eliminate unlawful discrimination, harassment and victimization
- Advance equality of opportunity
- Foster good relations

Eliminating discrimination, victimisation and harassment	
Area covered	Supporting information
<p><b>Governance arrangements and local ‘Champions’</b></p>	<p>In order to take forward issues within the Council and the local community we’ve maintained the practice of having Elected Member Champions for equalities and diversity and safeguarding.</p> <p><b>Corporate Equalities and Safeguarding Group (CESG)</b> - Chaired by the Strategic Director (Corporate Services), the group includes Elected Member Champions and service level representatives.</p> <p>Its aims are to:</p> <ul style="list-style-type: none"> <li>▪ share best practice</li> <li>▪ set and review equality objectives, initiatives and procedures</li> <li>▪ consider implications of new legislation and procedures</li> <li>▪ scrutinise corporate and service level performance</li> <li>▪ monitor and review our action plan</li> </ul> <p>During 2017/18 membership of the Group was reviewed and changes made to broaden representation of all Council departments. Work has also been undertaken to share the successes of the CESG throughout the Authority, thereby increasing awareness of the role it plays.</p>
<p><b>Promoting and maintaining high standards of conduct by Elected Members and employees</b></p>	<p>We require all:</p> <ul style="list-style-type: none"> <li>▪ election candidates to sign a compact which includes a commitment to reject all forms of discriminatory violence, harassment and unlawful discrimination</li> <li>▪ recruited staff to take part in training covering equalities</li> <li>▪ employees to treat others with respect and not discriminate unlawfully against any person</li> <li>▪ contractors to abide by our Equalities Policy as a minimum standard.</li> </ul> <p>We have developed policies and procedures to tackle discrimination, victimisation and harassment.</p>

	<p>For instance:</p> <ul style="list-style-type: none"> <li>▪ providing training in relevant policies and procedures for staff and Elected Members. By March 2018, 275 people had attended Equalities and Fairness training.</li> <li>▪ standards of conduct and all relevant equalities policies and procedures are covered in inductions for new employees</li> <li>▪ recording and monitoring all reports of harassment.</li> </ul>
<p><b>Comments, complaints and compliments</b></p>	<p>We receive a variety of comments, complaints and compliments each year in relation to our services.</p> <p>We regularly monitor these to help improve our services and put right any mistakes we have made.</p> <p>During 2017/18, there were three (1) comments, 88 (74) complaints and 159 (61) compliments (2016/17 figures shown in brackets).</p> <p>Analysis of the complaints shows that none allege unfair treatment or discrimination. All are in relation to the services provided.</p>
<p><b>Safeguarding</b></p>	<p>Our responsibilities for ‘safeguarding’ are set out in our Safeguarding Children, Young People and Vulnerable Adults’ Policy.</p> <p>During 2017/18:</p> <ul style="list-style-type: none"> <li>▪ Six Mandatory Safeguarding update training sessions were organised for all staff.</li> <li>▪ The Safer South Derbyshire Partnership put Child Sexual Exploitation (CSE) Theatre in Education sessions into South Derbyshire’s four secondary schools.</li> <li>▪ The Safer South Derbyshire Partnership supported the Op Zao Knife Crime Seminar at Burton Albion, which all four South Derbyshire secondary schools attended.</li> <li>▪ We commissioned and hosted a CSE awareness training session for sports/youth clubs, societies and organisations through commissioning the Jack Raine Foundation.</li> </ul> <p>More details of work done around CSE can be found in the case study on the following page.</p>
<p><b>Safer South Derbyshire Partnership</b></p>	<p>The Safer South Derbyshire Partnership is a statutory partnership formed under the Crime and Disorder Act 1998.</p> <p>All of the priorities within the <a href="#">Safer South Derbyshire Partnership Plan</a> are delivered in accordance with the overarching principles as set out in the Derbyshire Strategic Threat and Risk Assessment.</p> <p>Within the plan, one of the priorities is ‘protecting those most at risk’.</p>

# Eliminating discrimination, victimisation and harassment case study

## Raising awareness of Child Sexual Exploitation

Work both internally and externally has been done during 2017/18 to raise awareness around the issue of Child Sexual Exploitation (CSE).

Six safeguarding update training sessions were organised for staff, with more than 200 attending. These were run by our Communities Manager and HR department.

The Safer South Derbyshire Partnership commissioned and hosted a CSE awareness training session for local sports and youth clubs, societies and organisations. The training was provided by the Jack Raine Foundation, a UK charity supporting children and young adults, their families and guardians.

It was designed to help attendees understand CSE, spot the signs and know what to do when children are at risk or vulnerable to exploitation.

A theatre in education project took place with the aim of raising CSE awareness among young people and staff in targeted secondary schools.

The tour was delivered by Loudmouth Education and Training using its Working for Marcus programme. It was funded by the Safer South Derbyshire Partnership and Derbyshire County Council and supported by our Communities Manager.

Working for Marcus explores grooming, online safety and consent and helps young people to spot the signs and where to go for support. The drama follows the story of a 14-year-old called Caz, who is approached online by a man called Marcus. Although she is initially wary, they soon start to become friends.

The play charts how Caz was targeted by Marcus and how he, through gradual and increasingly overt manipulation and coercion, goes on to sexually exploit her.

After the drama, follow-up workshops were run with small groups, giving the students a chance to ask questions. A scenario in which a young boy is groomed by an older girl was also included in these. The discussion workshops used the drama to:

- Give young people the chance to unpick and discuss what was happening in the drama.
- Clarify the definitions of the terms sexual grooming and Child Sexual Exploitation.
- Talk through a Barnardo's model to help youngsters understand how grooming can happen.
- Educate about local support agencies and national services.

Staff at each school were provided with access to more than 100 online lesson plans to support their preparation and to do follow-up work with the students.



**“The performance was outstanding and had a huge impact on staff and students. The workshops were well-managed and facilitated to a high standard.”**

**Head of Year 9,  
The Pingle  
Academy**

# Eliminating discrimination, victimisation and harassment case study

## Taxi driver training

Forum meetings are organised by our Licensing unit every six months for private hire drivers and operators registered in South Derbyshire.

Both discrimination and safeguarding have been covered at these meetings.

In 2017/18, particular emphasis was put on the need to follow up initial reports of hate crime incidents.

The police made us aware that drivers were calling to report incidents but not following these reports up by providing statements.

It was agreed that, through the forum, drivers would be made aware that without statements, no further action against alleged offenders can be taken.

It was explained that as a consequence, the alleged offenders could think their behaviour was acceptable and offend again.

There are approximately 275 drivers working in South Derbyshire and approximately 45 operators.

All operators have been provided with a copy of a booklet produced by [Stop Hate UK](#) which explains what a hate crime or incident is and how to report it. This is provided in 45 different languages.

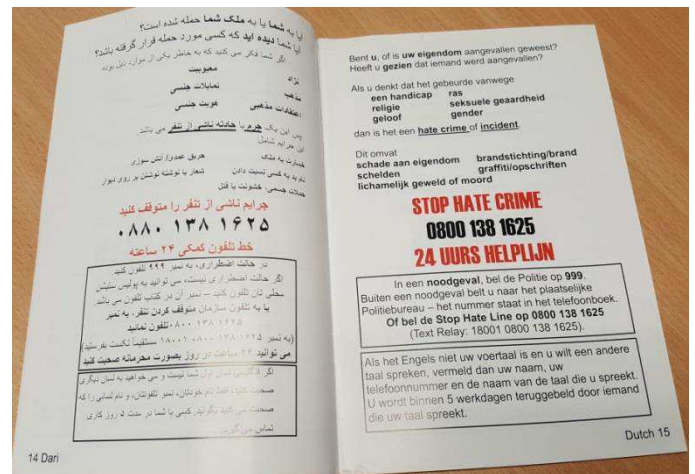
Drivers and passenger assistants are being provided with fold out cards which explain what a hate crime is, what to do if they experience or witness one and also include an explanation of why they should report hate crimes and incidents.

Our new website includes a section on hate crime, detailing what it is and how to report it. The page includes a direct link through which online reports can be submitted.

It is a requirement of our [Private Hire Licensing Policy](#) that all new and existing private hire drivers undertake training in safeguarding vulnerable people and Child Sexual Exploitation awareness.

The training is also provided for assistants, employed to accompany vulnerable children and adults on journeys where necessary.

Our new website includes a section on [Human Trafficking and Child Sexual Exploitation](#), with pages on what you can do to help those at risk, how to spot if someone is vulnerable, and who to contact.



**All operators have been provided with a copy of a booklet produced by Stop Hate UK which explains what a hate crime or incident is and how to report it.**

# Advancing Equality of Opportunity

Area covered	Supporting information
<p><b>Corporate policies, vision and values</b></p>	<p>Our <a href="#">Corporate Plan 2016 - 2021</a> sets out plans and priorities for delivering local services. One of the key outcomes centres on equality and diversity.</p> <p>The South Derbyshire Partnership is committed to planning for the kind of future our communities want.</p> <p>During 2017/18 the Partnership refreshed its strategy, with an event staged to enable people to find out more about its achievements, work and plans for the future.</p> <p>Our Equalities Policy Statement outlines our ongoing commitment to advancing equalities and fairness while celebrating the diversity of South Derbyshire.</p>
<p><b>Other policies, plans and strategies</b></p>	<p>Other policies, plans and strategies include:</p> <p>Our <b>Corporate Anti-Social Behaviour (ASB) Policy</b>, launched in June 2017, details our commitment to victims of ASB and to vulnerable perpetrators.</p>
<p><b>Making services accessible to all</b></p>	<p>Sections 165 and 167 of the Equality Act 2010 came into force on April 6, 2017, and aim to prevent discrimination against wheelchair users by private hire drivers.</p> <p>Section 167 gives us the power to make a list of wheelchair accessible vehicles so that wheelchair users are made aware of the accessibility of private hire vehicles within South Derbyshire.</p> <p>The current list of <a href="#">wheelchair accessible vehicles</a> that we licence is on our website.</p>
<p><b>Making our new website comply with Equalities needs and requirements</b></p>	<p>Our new <a href="#">website</a> was launched in October 2017.</p> <p>It is coded to nationally accepted accessibility standards:</p> <p>WACG guidelines - Level AAA W3C / WAI testing methodology for HTML5</p> <p>It also has several clearly marked, additional features to support those with visual impairments.</p> <p>These features have been introduced as a result of extensive research, usability testing, data analysis and online feedback.</p>

# Advancing equality of opportunity case study

## RISE

RISE is a project managed by ourselves and Derbyshire County Council Public Health with the sole objective of enabling individuals from our most deprived areas to flourish and achieve their potential.

It aims to assist in improving community cohesion and wellbeing and has potential to reduce health inequalities between different communities.

Following on from a number of partnership-based initiatives aimed at raising levels of aspiration among young people, the project seeks to build on those efforts and broaden its remit to the wider community.

As the saying goes, 'no person is an island' and it is clear that for young people to fulfil their potential, the wider environment, particularly in terms of where they live and the attitudes of those they live with, plays a crucial role.

A strategic plan and marketing strategy have now been developed to underpin the project.

During 2017/18, significant progress has been made on the marketing of the project, including quarterly updates to Elected Members, presentations to partner agencies and an action plan aimed at raising the awareness of RISE externally to the wider community.

In May 200 students at Granville Academy in Woodville watched a presentation on Raising Aspirations and then took part in mock interviews.

In October an open air event was staged in Newhall with a focus on people making choices to improve their own lives. More than 70 people attended. Work also started on organising an awards event which will take place in June. Its main focus will be to highlight the benefit of learning, and reward those who often go unnoticed.

Efforts were made to encourage Council staff to volunteer to connect with and help local young people. It is felt that this will not only potentially benefit the young people but also provide a development opportunity and an increased sense of value for the mentee.

A partnership is being developed with local secondary schools, businesses and other key stakeholders aimed at pooling together those willing to mentor/provide help to young people, aligning mentoring based activity within RISE.

In addition, a survey is planned throughout local secondary schools aimed at identifying levels of aspiration and expectations. This will be repeated throughout school life in order to assess the impact of aspiration raising activity and to determine future focus.



**RISE aims to assist in improving community cohesion and wellbeing. It has the potential to reduce health inequalities between different communities.**



## Fostering good relations

Area covered	Supporting information
<p><b>Signposting to support groups, voluntary organisations and other partners for help and assistance</b></p>	<p>Our new website includes a page dedicated to volunteering to raise awareness of support groups and voluntary organisations.</p> <p>We organise a Liberation Day event, involving support agencies, for the over-55s to learn about services available to them.</p> <p>External links are also provided to a talking newspaper and books to enable people who are blind, have a visual impairment or find it difficult to hold a book to enjoy reading material in an accessible format.</p>
<p><b>Community Engagement</b></p>	<p>Community Engagement encourages individuals to make a contribution to the decisions that affect their homes and communities.</p> <p>Involvement means that customers are able to provide us with a valuable source of feedback, which improves services. <b>More details can be found in the case study on the following page.</b></p>
<p><b>Social cohesion and celebrating diversity</b></p>	<p>We:</p> <ul style="list-style-type: none"> <li>▪ raise awareness</li> <li>▪ promote understanding</li> <li>▪ get actively involved in local and national activities, events, campaigns, festivals and commemorations</li> </ul> <p>We develop and hold arts and recreational initiatives with our partners to celebrate and promote diversity through mediums including dance, music and sport. Examples include the Swadlincote International Food and Drink Festival and the planting of a tree on Holocaust Memorial Day.</p>
<p><b>Communities Forum</b></p>	<p>Together with South Derbyshire CVS, we established the <a href="#">Communities Forum</a> to address equality and diversity issues.</p> <p>Membership includes voluntary sector organisations and interest groups who represent individuals discriminated against because of their gender, sexual orientation, ethnicity, religion, age, physical or mental disability.</p> <p>The forum provides training and advice for voluntary and community groups and offers opportunities to network.</p>
<p><b>Understanding our diverse communities</b></p>	<p>We access Census and other socio-economic demographic data to inform our work.</p> <p>We publish information about the make-up of our communities, such as area profiles, plans and strategies, and highlight any inequalities or issues to be addressed.</p>

## Fostering good relations case study

# Tenant and resident services

Services provided by our Housing team play an important role in fostering good relations as well as helping us meet other equality objectives such as enabling people to live independently and providing accessible services.

**Go Grow gardening club** - this is run by our Community Engagement Team with the aim of encouraging members of the public to grow their own fruit and vegetables and donate them to worthwhile causes across the District.



From April to September of 2017, allotment maintenance and planting sessions were organised and volunteers invited to go along and join in. The sessions were not restricted to Council tenants - everyone was welcome to attend, building good relations with all residents and for some, reducing isolation.

Worthwhile causes across the District to benefit from Go Grow produce include the South Derbyshire CVS food bank, families in need and a programme which teaches youngsters and vulnerable adults how to cook healthy meals.

**Universal Credit support** - Universal Credit, one of the changes to the Benefits system under the Welfare Reform, is due to roll out in South Derbyshire in November 2018.

More than 900 tenants are expected to be affected. With this in mind, work started in 2017/18 to plan an awareness-raising campaign which will emphasise how payments are made, promoting DWP approved bank accounts and stressing the need to budget carefully.

**Rehousing victims of domestic abuse** - Rehoming victims of domestic abuse is complex and sensitive but our Housing team is renowned for its compassion and professionalism. How well they do this was underlined in 2017/18 by a letter from a resident.

It said: "I cannot express enough what an invaluable help you have been to me. I was very lucky when I was allocated to you.

"You have genuinely cared about me and my case, gone more than the extra mile to seek suitable housing and have never forgotten about me at any point."

**Homelessness standard** - At the start of the year we set ourselves the target of providing a service for homeless applicants which is nationally recognised as delivering 'best practice'. Work was progressed throughout the year and an application to gain NPSS Bronze Standard for Homelessness has been made.

**"You have genuinely cared about me and my case, gone more than the extra mile to seek suitable housing and have never forgotten about me at any point."**

**Domestic abuse victim**

## 2. Equality objectives

This section of the report demonstrates how we are meeting or have met our Equality Objectives in 2017/18.

Our Equality Objectives were identified through consultation with residents and partners and are set out in the Council's [Sustainable Community Strategy 2009 - 2029](#), an overarching policy framework for our Corporate Plan.

They are:

**Objective 1:** Provide accessible services which reflect the needs of South Derbyshire residents.

**Objective 2:** Protect and support the most vulnerable, including those affected by financial challenges.

**Objective 3:** Enable people to live independently.

Objective 1: Provide accessible services which reflect the needs of South Derbyshire residents	
Area covered	Supporting information
Community Engagement	<p>We have a group of tenants involved in various aspects of housing service delivery. During the year we introduced a task and finish approach to involvement at the request of the involved tenants.</p> <p>During 2017/18:</p> <ul style="list-style-type: none"> <li>▪ Tenants have reviewed our Repairs Service to consider how it could be improved and what impact mobile working would have on it</li> <li>▪ Young people from across South Derbyshire have been involved in community work to raise their awareness of the importance of community spirit</li> <li>▪ Our Tenant Scrutiny Panel commenced its first review of how we, as an organisation, deal with complaints</li> <li>▪ Tenants helped design and produce the Annual Report covering 2016/17</li> </ul>
Sports, leisure and recreational activities	<p>We ensure our sports and leisure provision reflects the needs of 'protected' groups and our <a href="#">Sport and Health Strategy</a> aims to support the delivery of local and national objectives, including:</p> <ul style="list-style-type: none"> <li>▪ Young people participation and volunteering</li> <li>▪ Adult participation and volunteering</li> <li>▪ Reaching communities - addressing local needs</li> <li>▪ Reducing obesity</li> </ul>

## Objective 1: Provide accessible services which reflect the needs of South Derbyshire residents

### Housing allocations and homelessness

We have a statutory responsibility to manage and review the Housing Waiting List. We allocate all our properties through [‘choice-based lettings’](#).

Everyone applying for a place on our waiting list is put into a priority band depending on need. If potential tenants see a property they are interested in, they are allowed to ‘bid’ for it. The ‘bidder’ with the greatest housing need is allocated the property.

We work with partners to provide advice and assistance for a wide variety of issues and to prevent homelessness. We raise awareness of other organisations that can help and provide links to them from our website.

Our Homelessness Prevention Strategy sets out how we’re working to reduce and prevent homelessness.

The Housing Advice and Options Team provides free information, assistance and specialist advice to landlords, tenants and owner occupiers to help prevent homelessness.

The team can:

- negotiate with friends and family on behalf of residents to enable them to stay where they are for longer while we help them to find something more suitable
- provide debt counselling services with independent financial advisors
- negotiate with residents’ landlords if they have arrears
- see whether residents are eligible for mortgage advice
- help tenants to find a rented property in the private sector, in some cases we can help with a deposit
- help residents to apply for social housing
- help single people to access hostel accommodation
- provide practical help and support if a resident needs to leave home because of violence or abuse.

The number of people on the housing register at March 31, 2018 was 644 (834 in the previous year).

We have accommodated many applicants throughout the year in our own stock, which is brought to a ‘fit to let’ standard before being offered to potential new tenants.

Assistance is also provided to people in finding accommodation in the private sector through our Housing options service and Home Swapper schemes.

## Objective 2: Protect and support the most vulnerable, including those affected by financial challenges

Area covered	Supporting information
Food donations	Traders at a major event in Swadlincote were invited to donate food for vulnerable residents. <b>More details are in the case study at the foot of this page.</b>
Dementia Action Alliance	We are a member of the <a href="#">South Derbyshire Dementia Action Alliance</a> (DAA). Its actions this year have included helping deliver a programme of activities for Dementia Awareness Week. <b>More details are in the case study on last page.</b>
Universal Credit	Universal Credit, one of the changes to the Benefits system under the Welfare Reform Act, has been added to the agenda of the Corporate Equalities and Safeguarding Group as a standing item. With rollout happening in November 2018, a plan for raising awareness and offering support has been drawn up.
Safer Places Scheme	The Safer Places Scheme, supported by national charity <a href="#">MacIntyre</a> , aims to keep vulnerable adults safe if they feel scared, threatened or are in trouble while out and about.

## Protect and support the most vulnerable case study Festival food donations

Our Environmental Health team helped to donate 88kg of much-needed food to vulnerable residents.

Traders at the Swadlincote International Food and Drink Festival were invited to make donations - and the response was overwhelming.

Gourmet foods handed over included bread, noodles, coleslaw, hog roast pork meat, curry, pakoras, cakes, Polish delicacies, cheese and potato pies, scotch eggs, fish fingers, cod, chips and an array of salads.



The Council is now looking at how it can work with local businesses to attract more donations to vulnerable people from similar food festival events, and at the start of 2018 eateries were invited to send any surplus food they have to local charities and community groups.

Vulnerable groups at the Bank House - South Derbyshire Mental Health Association that benefitted from the donated dishes included the homeless, low-income families, elderly residents and people with learning difficulties.

## Objective 3: Enable people to live independently

Area covered	Supporting information
<p><b>Adapting homes</b></p>	<p>We offer a range of locally determined ‘discretionary’ grants or provide assistance through loans and equity release products or a combination of both. Details on providing housing assistance are contained in our Private Sector Housing Policy documents.</p> <p>Residents who have problems managing their home because they have a disability can access various types of help, such as making minor adaptations to their homes. For instance, grab rails, stair rails and lever taps can be fitted to help around the home.</p> <p>If the property is rented from us minor adaptations can be requested directly. Home owners or tenants who rent from private landlords need to contact Social Services.</p> <p>For major adaptations, our residents can apply for a Disabled Facilities Grant to help pay for the works, such as installing a stair lift and widening doorways.</p> <p>If a home cannot be reasonably adapted, there is an option to consider moving to a more suitable property. A Disabled Relocation Grant may be available to help with costs involved.</p>
<p><b>Supported housing schemes</b></p>	<p>Supported housing schemes consist of flats, bed sits and bungalows, which have:</p> <ul style="list-style-type: none"> <li>▪ Access to the services of an off-site <a href="#">Careline Support Coordinator (CSC)</a></li> <li>▪ Their own private facilities</li> </ul> <p>Supported housing is designed for people who are:</p> <ul style="list-style-type: none"> <li>▪ Of pensionable age</li> <li>▪ Nearing pensionable age and whose circumstances would benefit from the services offered within sheltered housing</li> <li>▪ Able to live independently but would benefit from the services provided by the scheme</li> </ul> <p>Careline is located at Oakland Village in Swadlincote. CSCs offer support and advice and act on residents’ behalf to get help from other organisations, such as Social Services.</p> <p>CSCs can help with other housing issues such as repairs and maintenance and tenancy issues.</p>

## Case study: Enable people to live independently

# Dementia Awareness Week

A coffee morning, information sessions and ‘virtual tours’ were among the events lined up in South Derbyshire in May as part of Dementia Awareness Week 2017.

The programme of activities was part of the District’s commitment to becoming a Dementia Friendly Community.

Building this community involves putting strategies in place that improve inclusion and quality of life for those living with dementia and for their families, friends and carers.

One business to pledge its support was Swadlincote’s Bluebell Tea Room, which hosted a dementia-friendly coffee morning.

Open to those living with the condition and their carers, people were invited to call in for a chat, information and a complimentary hot drink and piece of cake.

The following day, a free Dementia Friends Information Session was held at the same venue, aimed at businesses to make them more aware of dementia and how their business can become more dementia-friendly.



It also provided an opportunity for businesses to find out more about how they can become involved in some of the wider awareness work going on in the District.

Hannah Peate, Sport and Health Partnership Manager for South Derbyshire, said: “There are many misconceptions surrounding dementia and Dementia Awareness Week provided the perfect opportunity to address some of these.”

The drive to become a Dementia Friendly Community is being steered by the South Derbyshire Dementia Action Alliance.

This is a group of organisations - including South Derbyshire District Council, Derbyshire County Council, South Derbyshire CVS and other key partners - who are working together to set out how Dementia Friendly Community status will be achieved.

The Richmond retirement village, in Aston on Trent (pictured), did its bit for Dementia Awareness Week by turning the village blue through encouraging villagers to tie blue ribbons to properties, fences, trees, lamp posts and shops. It also hosted Dementia Friends information sessions throughout the week.

A ‘Virtual Dementia Tour’ visited Aston at the end of the week, giving people the chance to step inside the life of someone living with dementia via the use of virtual reality.

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