



COUNCIL EXECUTIVE

APPLICATION TO CHALLENGE FUND

REPORT BY HEAD OF SOCIAL POLICY

A. PURPOSE OF REPORT

To report on an application made to the Challenge Fund and the recommendations of the Senior Peoples Forum Sub Group and Social Policy PDSP.

B. RECOMMENDATION

The Council Executive approves the release of Challenge Fund monies to support the following application:

- Dementia Friendly West Lothian £29,501 (for a one year period)

C. SUMMARY OF IMPLICATIONS

I Council Values

Focusing on our customers' needs; being honest, open and accountable; making best use of our resources; working in partnership

II Policy and Legal (including Strategic Environmental Assessment, Equality Issues, Health or Risk Assessment)

The Challenge Fund aims to support developments and initiatives aligned to the key strategic priorities relating to the Reshaping Care of Older People.

Proposed developments funded via the Challenge Fund are deemed to be compliant with Equality Legislation.

National Dementia Strategy 2013

Charter of Rights for People with Dementia and their Carers in Scotland 2009.

III Implications for Scheme of Delegations to Officers

Nil

IV Impact on performance and performance Indicators

% community care service users satisfied with opportunities for social interaction

% carers who feel supported and able to continue in their caring role

V	Relevance to Single Outcome Agreement	Linked to SOA: Older people are able to live independently in the community with an improved quality of life.
VI	Resources - (Financial, Staffing and Property)	£29,501 sought from Challenge Fund for a one year period.
VII	Consideration at PDSP	Social Policy PDSP 26 th June 2014
VIII	Other consultations	Senior Peoples Forum Sub Group Meetings on the 3 rd of March 2014, 16 th April 2014 and 23 rd May 2014.

D. TERMS OF REPORT

To outline the application which is being recommended to the Council Executive for approval by the Senior Peoples Forum Sub Group and Social Policy PDSP.

It should be noted the initial application was for a two year period however the Senior Peoples Forum Sub Group were of the view it should cover a one rather than two year period. This position was discussed and subsequently agreed with Alzheimer Scotland who submitted a revised budget for the amount now identified.

Background

It is estimated there are currently 2,184 people with dementia living in West Lothian. In 10 years time this figure is projected to increase by 50% to 3,286. As well as those individuals with the illness there are of course many other family members affected in their role as carers and supporters.

The proposed aim of Dementia Friendly West Lothian is to improve social inclusion for people with dementia by increasing awareness and understanding of dementia with people owning, working or participating in a wide range of shops, businesses, services, organisations and community groups.

With the highest demographic of older people in West Lothian, links with the Dementia Café combined with the traditional town centre and family run businesses the initiative will focus initially on Bathgate, with the longer term aim being to extend to other towns and villages in West Lothian.

Associated Activity

Creating a dementia friendly community cannot be undertaken all at once hence a phased programme of activity requires to be undertaken. Alzheimer Scotland have already successfully developed dementia friendly communities in other parts of the country and their proposed approach as outlined below has already been tried, tested and found to be very effective.

The range of activity which would require to take place during the course of the year would include:

Market Research – researching and analysing ways in which local people with dementia engage in the community; what helps or hinders this process; what people have stopped doing since their diagnosis and why; what new things people might like doing; what they think can be done to help. A range of methods would be used to undertake this research including established links with the dementia cafes. The research phase will also include examining people with dementia's experience of their local environment and the identification of ways to support local facilities to become more dementia friendly.

Asset mapping- compilation of a database of local shops, businesses, clubs, groups, associations and public organisations to be approached to seek their support. This stage will also involve identifying and working with local community leaders, influencers and activists with a view to also seeking their support.

Dissemination of information- using existing material available from Alzheimer Scotland information about dementia would be widely circulated within the local community. In addition campaign material, flyers, introduction letter, information packs plus training material would be developed. At the same time the initiative would be publicised as widely as possible using the press; organisational newsletters; web sites; online networks; social media; local partnership fora.

Training – would be offered to those working within local businesses, organisations, services wishing to participate and would cover the following areas:

- Information about dementia – signs, symptoms, progression of the illness
- Impact on everyday life – things people might struggle to do
- How to identify someone who may have dementia
- Recognising when things change for customers / people they see regularly
- Understanding the emotional support needs of people with dementia and their carers
- How to communicate with people with dementia
- Knowing when to ask for help from a more experienced colleague
- What help is available for people with dementia and how to signpost them
- Bespoke topics for particular staff groups e.g. helping people using transport to make sure they are going in the right direction and have confidence the bus will drop them where they need to be.

All of the above being used to create a dementia friendly community which has been described by people with dementia as one which enables them to:

- Find their way around and feel safe
- Access the local facilities that they are used to (such as banks, shops, cafes, post offices as well as health and social care services)
- Maintain the social networks that make them feel still part of their community

There are of course benefits to businesses and organisations which sign up to the scheme and are viewed as being dementia friendly. Such organisations will be provided with a dementia friendly logo which sets them apart and can be used in a number of ways to promote their support and participation in the scheme.

The development of dementia friendly communities as envisaged will not duplicate but rather complement existing activity within West Lothian to support people with dementia and their families as it will encourage and enable non-dementia specific groups to become more inclusive as well as promoting awareness and understanding throughout communities.

E. CONCLUSION

The proposal to develop an initial dementia friendly community in Bathgate and roll the concept out elsewhere fits with national and local strategies. It is also considered to meet the Challenge Fund criteria.

The revised amount (£29,501) being sought to support this initiative can comfortably be accommodated by the Challenge Fund.

F. BACKGROUND REFERENCES

National Dementia Strategy 2013

Charter of Rights for People with Dementia and their Carers in Scotland 2009

Appendices/Attachments: Challenge Fund Application
 Dementia Friendly Banking Leaflet

Contact Person: Pamela Main
 Senior Manager Community Care Assessment and Prevention
Tel 01506 281936
Email: Pamela.Main@westlothian.gov.uk

Jennifer Scott, Head of Social Policy
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