

16th June, 2016**Report of the Chief Executive Officer****Working Towards Tamworth Becoming A Dementia Friendly Community****EXEMPT INFORMATION**

Not Applicable.

PURPOSE

To seek Cabinet endorsement of the processes and plans necessary to achieve the Council's stated ambition **"To Work Towards Becoming a Dementia Friendly Community"**.

RECOMMENDATIONS

That Cabinet:

- a) Endorse the attached processes and plans designed to meet the requirements set out by the Dementia Action Alliance (DAA);
- b) Endorse the proposal to join the Staffordshire DAA and to establish a Local DAA;
- c) Consider the requirement to nominate an elected member lead for the project team; and
- d) Receive a progress report in December 2016.

EXECUTIVE SUMMARY

Tackling the causes and consequences of mental health issues across the age spectrum has become a stated priority at a local, county and sub-regional level.

At a local level, the South East Staffordshire Seisdon Peninsular CCG has identified Mental Health as a priority with specific reference to Emotional Wellbeing for young people, learning difficulties and dementia. It is difficult to accurately profile the implications of dementia locally as estimates suggest that less than half the residents of Tamworth living with dementia have been diagnosed. This is one of the stated priorities for the local CCG who have tasked GP practices with increasing the number of diagnoses. The latest figures suggest that around 390 had been diagnosed in 2013/2014 which, based upon the estimation of non-diagnosis could rise to nearer 1000.

At a county level, Staffordshire Health & Wellbeing Board have adopted a dedicated Mental Health Strategy – "Mental Health is Everybody's Business" which clearly identifies a range of ways district and borough councils can assist in achieving outcomes.

More recently, the West Midlands Combined Authority (WMCA) have established a 'Commission' for Mental Health with a dedicated workstream focusing upon the roles of district and borough councils; best practice and shared learning.

Dementia features in each and every one of these documents and its local relevance to Tamworth has been on the Healthier & Safer Tamworth Scrutiny Committee radar for some time. This Scrutiny culminated in a request recommending that the Council seek to achieve Dementia Friendly Community status together with a number of supplementary requests that form part of the initial request tabled by Councillor Andrew James, Chair of the aforementioned scrutiny committee.

Cabinet resolved to accept the recommendations in principle and that the CEO be asked to produce an “Action Plan” designed to achieve the stated outcomes and to report back to Cabinet (**Minute 121 refers**).

Attached therefore is an Action Plan; Application Process and key criteria necessary to become a member of the Staffordshire Dementia Action Alliance and the obligations associated with membership.

OPTIONS CONSIDERED

Not applicable.

RESOURCE IMPLICATIONS

There are none relating to this stage of the process. Subject to being granted membership of the Staffordshire DAA, it will be necessary to determine at that point whether the next phase sits within a Borough Council service, the Tamworth Strategic Partnership or a dedicated Locality Partnership with a remit to develop and support the Local Dementia Action Alliance.

LEGAL/RISK IMPLICATIONS BACKGROUND

There are none relating to this report. Again, subject to being granted membership of the Staffordshire DAA, the terms and conditions relating to the Council’s Partnerships policy will apply.

SUSTAINABILITY IMPLICATIONS

There are none relating to this report.

BACKGROUND INFORMATION

There is clear evidence from both the eJSNA and the Health Intelligence Unit that the number of local people affected by Dementia is growing. These figures only relate to **diagnosed** cases; other evidence suggests that there is a significant and worrying failure to diagnose, a fact reflected in the CCG Operating Plan for 2016/2017 with plans to remedy the situation by GPs.

It is clear from recent studies that district and borough councils have a key role in protecting and improving the community’s health, not just those living with dementia, but the frail and elderly in general.

This represents an ‘action’ designed to support this process.

REPORT AUTHOR

Anthony E. Goodwin
Chief Executive &
CEO Lead for Staffordshire & WMCA
On Health & Wellbeing & Mental Health

LIST OF BACKGROUND PAPERS

- Tamworth Borough Council - Annual Report & Corporate Plan 2016/2017
- Staffordshire Health & Wellbeing Strategy
- Staffordshire Mental Health Strategy - “Mental Health is Everybody’s Business”
- South East Staffs & Seisden Peninsula CCG - Operating Plan 2016/2017
- Public Health England – “Healthy Ageing in the West Midlands”
- Tamworth Borough Council – Healthier Housing Strategy (Revised 2016)

APPENDICES

A – National Dementia Declaration Action Plan

B – Guide to Creating Local Dementia Action Alliance

NATIONAL DEMENTIA DECLARATION ACTION PLAN

1) Details of Applicant/Applicant's Organisation

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2) Summary of Organisation

A Borough Council located in the south east corner of Staffordshire with a population of around 78,000. The Council continues to provide a full suite of high quality services to local people: Waste Collection & Recycling; Environmental Heath & Streetscene, Planning & Building Control; Housing & Homeless Support; Economic Growth & Regeneration. The Council also supports Leisure & Cultural provision, community safety and Elections.

3) Better outcomes for people with dementia and their carers – A role for the Council

Having regard for the seven outcomes, the Council believes it is well placed to make a significant and sustainable contribution through its 3 thematic priorities:

a) Living a quality life in Tamworth

Priorities within this theme articulate the Council's commitment to supporting individuals and communities who are vulnerable or at risk of becoming so; to enabling residents to improve their health and quality of life and to tackle the causes of inequalities.

b) Growing stronger together in Tamworth

The focus here whilst primarily upon economic growth and skills, it is also about understanding the needs of all our residents in order to create a safe and supportive environment – both physically and culturally and through community engagement.

c) Delivering quality services in Tamworth

This theme presents an enormous opportunity for jointly reviewing and co-designing services; improving access to them and the quality of them and to raise awareness of the issues facing those living with dementia.

4) Potential Challenges

Had this initiative been isolated or independent from the Council's current core

business, then rolling out the action plan may have been more difficult. Given that the Council, HWBB, CCG and Public Health have all included references to improving services for or awareness of mental health issues locally, this is likely to assist the Council in its ambitions.

There may well be capacity and resource constraints across the various partnership networks however; the approach is viewed as a 'marathon' and not a 'sprint'. A further challenge from partners may relate to competing priorities again, this can be factored in to future planning.

In short, the Council is of the view that the outcome justifies the investment of capacity because of the clear links between the ambitions of the Council and the DAA.

**Anthony E. Goodwin
Chief Executive Officer
Tamworth Borough Council**

Purpose

The overarching purpose of this Action Plan is to provide a route map designed to meet the ambitions of the Council specifically relating to Dementia; namely:

- To secure membership of the Staffordshire & Stoke on Trent Dementia Action Alliance;
- To establish a Local Dementia Action Alliance in Tamworth; and
- To work towards becoming a **Dementia Friendly Community**

Strategic & Policy Context

The recently adopted Corporate Priorities focus upon 3 distinct yet connected themes:

Living a quality life in Tamworth	- People -
Growing stronger together in Tamworth	- Place -
Delivering quality services in Tamworth	- Organisation -

The ultimate aim of a Dementia Friendly Community is to create a "place" where people living with dementia are understood, respected and supported and are confident they can contribute to community life.

The "people" in this place will be aware of and understand dementia, and those "people" with dementia will feel included and involved, and have choice and control over their day to day lives.

As an "organisation", itself a microcosm of the communities it serves we will seek to ensure that our members, partners and employees demonstrate the same understanding and respect as they go about their daily business and also when planning services for the future.

The aims of the Dementia Action Alliance align seamlessly with the following corporate objectives:

- **Support and Protect individuals and communities that are or may become vulnerable;**
- **Enable residents to improve their health and quality of life;**
- **Work together to tackle the causes of inequality in Tamworth;**

- Work with customers to improve their access to services; and
- Enable greater public engagement in local decision making.

Specific Actions	
The following list of actions will, subject to Members endorsement, be submitted in support of the Council's application for membership of the Staffordshire & Stoke on Trent Dementia Action Alliance .	
DA1	Awareness
	DA1 a) Seek to ensure that all key staff and elected members undertake to attend a Dementia Friends session delivered by an accredited person.
	DA1 b) Appoint a "Member Champion" and "Lead Officer" to support the wider role out of Dementia Friends sessions internally and externally.
	DA1 c) Extend awareness of and access to Dementia Friends sessions to our key partners (if not already engaged).
	DA1 d) Explore opportunities to support people living with dementia when reviewing or designing services, eg: <ul style="list-style-type: none"> • Assisted bin collections • Text "Reminders" for appointments; payments; collections; elections etc • Access to cultural and heritage venues
	DA1 e) The Council's communications team will be advised on the use of language using DEEP's . Dementia Engagement & Empowerment Project and the Dementia Words Matter Guide .
DA2	Local/Community Engagement
	DA2 a) Include local people affected by dementia in all engagement processes relating to decision making, service re-design; relevant policies and practices;
	DA2 b) Capture insight and information from those affected by dementia to support informed decision making;
	DA2 c) Incorporate "Dementia Awareness Week" into the events calendar for 2017 and to promote the event through current channels and networks.
DA3	Council Staff
	DA3 a) The Council will ensure that its current policies and procedures and any future reviews reflect the needs and support necessary for employees who may be caring for someone living with dementia or, working with a diagnosis of dementia;
	DA3 b) Information and advice literature will be displayed and available in all publicly accessibly buildings.
DA4	Establishing a Local Dementia Action Alliance

	DA4 a)	<p>The Council, through its extensive partnership and community networks will seek to promote wider awareness of dementia for the purpose of establishing a Local Dementia Action Alliance. These networks will include:</p> <ul style="list-style-type: none"> • Tamworth Strategic Partnership • Tamworth & Lichfield Business & Economic Partnership • Tamworth Headteachers Forum • Local Housing & Health Groups • Town Team • Locality Hubs • Licensed Taxi Alliance
DA5	Access to Information & Advice	
	DA5 a)	Contact details of all relevant support organisations/groups will be incorporated onto the Council's website and internal Intranet.
	DA5 b)	Literature provided by both the Alzheimers Association and the Dementia Action Alliance will be displayed and available from Council Offices.
	DA5 c)	Customer facing staff will be briefed on how to signpost customers to the relevant professional support providers.
DA6	Environmental & Service Access Considerations	
	DA6 a)	<p>The needs of people living with or affected by dementia will be considered alongside those of other groups requiring additional support; reasonable adjustments or specialist consideration. This will apply to:</p> <ul style="list-style-type: none"> • Access to information, services and facilities; • Planning and designing outdoor public spaces/facilities; • Work place assessments <p>*Future public information outlets to be developed to "Safe Place" standards eg., TIC.</p>
	DA6 b)	Incorporate the needs of people living with dementia

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