

27th April, 2017

REPORT OF THE CHIEF EXECUTIVE OFFICER

**ACHIEVING DEMENTIA FRIENDLY COMMUNITY STATUS
& PROGRESS RELATING TO MENTAL HEALTH NEEDS IN TAMWORTH****EXEMPT INFORMATION**

Not Applicable

PURPOSE

The primary purpose of this report is to provide Cabinet with a Progress Report relating to the resolution passed in respect of **Minute No. 11** of Cabinet on 16th June, 2016.

The report also provides an update on the Council's response to the national campaign jointly promoted by MIND/LGA entitled "**Time to Change**" and the wider mental health agenda.

RECOMMENDATIONS

That Cabinet agree to:

1. Endorse the actions undertaken by members and officers to date in
 - a) Enabling and supporting the establishment of the **Tamworth Dementia Action Alliance**;
 - b) Integrating the purpose and principles of **Time to Change** into an Employee Wellbeing Policy supported by an **Employer Pledge**;
2. Approve the respective Action Plans designed to support both work streams
 - **Tamworth Dementia Alliance Action Plan**
 - **Time to Change Action Plan**;
3. Acknowledge the outstanding effort and contributions made by key members, officers and the community;
4. Agree to receive a further report setting out any future successes and/or resource/legal/financial or other implications associated with the achievement of **Dementia Friendly Community** status.

EXECUTIVE SUMMARY

Building upon the increased focus upon tackling the causes and consequences of mental health issues at a County and Regional level the Borough Council's **Healthier & Safer Scrutiny Committee** submitted a request to Cabinet recommending that the Council seek to take a lead in facilitating/enabling Tamworth to achieve Dementia Friendly Community status. The Cabinet having resolved to accept the recommendations in principle tasked the Chief Executive to produce an Action Plan (attached as Appendix A) designed to achieve the stated outcomes (Minute 121 refers).

This report seeks to capture the excellent progress and current position relating to the Action Plan, Application Process and the work of the Dementia Action Alliance membership. This is set out at Appendix B.

In addition to this dedicated work stream, the decision by central Government that require mental health matters to be considered, addressed and recognised on an equal footing to

physical health led to an extremely positive response from the NHS within their STPs; the WMCA in respect of their emerging strategy and more locally by Health & Wellbeing Boards and their Annual Plans.

The public sector also responded both quickly and positively recognising that it had a key role to play in terms of early intervention and prevention both as a **Community Leader & Place Shaper** but also as an **Employer**.

This report will also set out how, at the local level, Tamworth Borough Council has engaged in this response and how, through its partners and relationships with the community, it has made a difference.

OPTIONS CONSIDERED

Not applicable.

RESOURCE IMPLICATIONS

There are none arising directly from this report. In the event that Tamworth is successful in achieving the relevant status there may be costs associated with the installation or location of signage to this effect.

LEGAL/RISK IMPLICATIONS BACKGROUND

There are none arising directly from this report.

SUSTAINABILITY IMPLICATIONS

There are none arising directly from this report.

BACKGROUND INFORMATION

There is clear evidence drawn from both the Joint Strategic Needs Assessment and data from the Health Intelligence Unit stating that the number of people affected by Dementia and Alzheimer's Disease is increasing. Of greater concern is the fact that this data only relates to **diagnosed** cases; other evidence suggests that there is a worrying failure to diagnose a fact, reflected in the local CCG Operating Plan for 2017 onwards. Plans to remedy the situation are also included in the Operating Plan and will be addressed by GPs.

Recent studies into the role of district and borough councils in improving and sustaining community wellbeing including, the concept of Locality based commissioning, delivery and support devised here in Tamworth clearly show the Council's that invest in early intervention and prevention techniques can have a positive impact upon their employees, their communities and individuals both in terms those living with dementia, but the frail and elderly in several and of course, those who care for them.

This workstream represents a unified approach from organisations, communities and individuals to support this process through the promotion of knowledge and understanding; activity based engagement and interaction; formal action and behaviour change.

REPORT AUTHOR

Anthony E. Goodwin
Chief Executive &
Executive Director Community Services

All primary information provided by
Karen Clancy
Leader Officer
Tamworth Dementia Action Alliance

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** Progress report against the Tamworth Dementia Action Alliance Action Plan and Related Activity.
- C** Tackling the Causes & Consequences of Mental Health Issues

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
	<p>DA1 a) Seek to ensure that all key staff and elected members undertake to attend a Dementia Friends session delivered by an accredited person.</p>
	<p>DA1 b) Appoint a "Member Champion" and "Lead Officer" to support the wider role out of Dementia Friends sessions internally and externally.</p>
	<p>DA1 c) Extend awareness of and access to Dementia Friends sessions to our key partners (if not already engaged).</p>
	<p>DA1 d) Explore opportunities to support people living with dementia when reviewing or designing services, eg:</p> <ul style="list-style-type: none"> • Assisted bin collections • Text "Reminders" for appointments; payments; collections; elections etc • Access to cultural and heritage venues
	<p>DA1 e) The Council's communications team will be advised on the use of language using DEEP's.</p> <p>Dementia Engagement & Empowerment Project and the Dementia Words Matter Guide.</p>
DA2	Local/Community Engagement
	<p>DA2 a) Include local people affected by dementia in all engagement processes relating to decision making, service re-design; relevant policies and practices;</p>
	<p>DA2 b) Capture insight and information from those affected by dementia to support informed decision making;</p>
	<p>DA2 c) Incorporate "Dementia Awareness Week" into the events calendar for 2017 and to promote the event through current channels and networks.</p>
DA3	Council Staff
	<p>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</p>

		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 Alzheimer's 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

**NATIONAL DEMENTIA DECLARATION ACTION PLAN
PROGRESS REPORT
APRIL 2017**

Introduction

In effect, this report sets out the details relating to progress against the Action Plan agreed by Cabinet on 16th June, 2016 and attached as **Appendix A** to the covering report.

So as to commence the journey towards becoming a **Dementia Friendly Community**, Council officers made contact with the Alzheimer's Society and through them, the regional co-ordinator for the **Dementia Action Alliance (DAA)**. In summary, the relationship between the Alzheimer's Society and the DAA arose in response to a challenge from the then Prime Minister, for organisations from all sectors to work together with communities to transform the lives and experiences of those living with dementia and those who care for them.

Start-Up

The journey to becoming a **Dementia Friendly Community** is an iterative one and deliberately so. Ordinarily, the journey to becoming a **Dementia Friendly Community** can take of number of years indeed, the supporting guidance states precisely that. On reflection, the timescale is designed to accommodate and encourage participation and wider engagement from communities that do not have the access to facilities, knowledge, advice and support as some others might but still have the desire, need and enthusiasm to pursue the status.

At a local level, the Council took the decision at the start of the process that it would apply its influence, capacity and resources to facilitate progress, to enable action and to provide support and structure as necessary in order to assist the 'alliance' to succeed. This has been achieved with the excellent support of members, officers and our communities.

- **Progress Update - Dementia**

In order to understand the scale and scope of progress to date, it is essential to understand the situation prior to the Council's decision. In an attempt to establish a baseline for this purpose, the point at which the Borough Council applied for membership of the Staffordshire Dementia Action Alliance has been used. The Action Plan in support of this application was also endorsed by Cabinet on 16th June, 2016 and is attached as **Appendix A**.

- Tamworth Borough Council's application for membership of the Staffordshire & Stoke on Trent DAA was formally approved on 23rd August, 2016.
- The primary task at this point is to deliver the specific actions set out in the plan that supported the application. These are detailed under the thematic headings of:

- **Establishing an LDAA**
- **Awareness**
- **Local & Community Engagement**
- **Employees & Staff**
- **Access to Information & Advice**
- **Service Access Considerations**

There is considerable cross over between these “themes” which allows for some to be delivered simultaneously with others or, for progress against one theme to impact upon another. Locally, the decision was taken to establish the local DAA in order to create capacity, increase awareness and growth the knowledge base.

- **Establishing a Local Dementia Action Alliance**

The cross-over also relates to the fact that membership of DAAs is hierarchical – so, the police are members of the **Staffordshire DAA** and therefore ‘de facto’ members of the **Tamworth DAA**. Consequently, when the **Tamworth Dementia Action Alliance** was first convened on 9th January, 2017 following a ‘soft’ promotion campaign it had five ‘de facto’ members and only one new recruit from Tamworth; the Rotary Club of Tamworth Anker. The **TDAA** now boasts fifteen full members with other provisionally ‘signed up’ pending head office approval.

What does warrant mention is the fact that all ‘de facto’ members regularly attend meetings and the local membership includes the **Sainsbury’s** superstore the only store in the group located across the West Midlands region to ‘sign up’. This can be attributed to the links formed by Councillor Mrs. Clements with local management who have engaged in the campaign and undertaken training.

For the record, it has been the dedication and enthusiasm of key individuals such as Councillor Mrs. Clements and the designated lead officer for the Council, Karen Clancy that have accelerated progress to the position it is in at this time.

- **Awareness**

- The Council very quickly provided both a member and officer lead in order to provide single points of contact for both groups.

Member Champion Councillor Andrew James
Officer Lead Mrs. Karen Clancy
CMT Sponsor Anthony E. Goodwin

- Key to raising awareness was the role out of **Dementia Friends** training to elected members, key officers and staff, the members of the **TDAA** and local communities. Dedicated training for elected members was delivered by Cllr. Mrs. Clements. The first elected member to achieve **Dementia Champion** status, Cllr. Clements not only delivered member training but a range of training to groups, clubs and other organisations all of which served to contribute to the advanced position the TDAA now enjoys.
- Simultaneously, ‘Communities Together’ CIC delivered a series of **Dementia Friends** training sessions to key officers and staff in addition to training for groups, clubs and other organisations which again accelerated this process. Both “trainers” are active in support of the TDAA.

Continuing under the **Awareness** theme, work continues in identifying tangible opportunities to support people living with dementia in terms of service delivery. Recent examples include the use of **TEXTS** reminders or prompts relating to 'Payments' or 'Appointments' or even to put the relevant bin out for collection. The use of appropriate 'language' is also under review for all communication applications.

- **Local Community Engagement**

This theme is very much about the next level of awareness and includes living, working or simply being with those who live with dementia and their carers. The opportunity to progress this sensitive area has been presented by the fact that a local couple with personal experience of the challenges facing those living with dementia. Ultimately, the intention is to set up a group that can advise and assist the TDAA in its efforts to promote awareness and understanding.

A potential step towards this is an application to the 'Silver Social Action Fund' to train 15 volunteers aged over 60 to work in this area.

Using information, data and insight drawn from those directly affected together with data from CCGs, Public Health & Care and mental health practitioners will improve future planning and decision making.

The third action under this 'theme' relates to the inclusion of National Dementia Awareness Week into the established 'Events Calendar'.

Considerable progress has already been made in preparation for the event which runs from **Sunday, 14th May 2017 to Saturday, 20th May, 2017**. Led by the TDAA with support from the Borough Council lead officers a Market Stall has been provided free of charge by the contractor for use as a **Promotions Hub** the week of the event.

In addition to a range of activities planned for the week, progress has been made on a number of fronts designed to increase awareness.

Safety Town – annual event involving around 800 Year 5 students will see all of them receive adapted training from Lee Bates of "Communities Together" CIC.

Other 'awareness' projects involve the locating of signage on local Fire Appliances and Borough Council vehicles depicting the **Dementia Friendly Community** logo and, the creation of a "sensory garden" planted in the colour of the **Dementia Friendly Community** logo.

Funding and sponsorship has been identified for all projects.

- **Employees & Council Outlets**

In specific relation to **Dementia Friendly Communities**, the Council will ensure that all policies and procedures relating to its employees who either live with dementia or care for someone who does will be amended to reflect any specific needs.

With regard to general information, dedicated leaflet stands/wallets have been located in major outlets such as Marmion House reception.

An elected member champion was nominated and seconded and a lead officer appointed to take the entire project forward. The Council's Chief Executive will act as the projects "sponsor".

Dementia Friends training has been delivered to key elected members by Councillor Mrs. Clements; to officers working face to face with the public by Lee Bates of Communities Together CIC and to a wider public audience by both colleagues and other trained **Dementia Champions**. The number of **Dementia Friends** has increased by over 750 since the TDAA was established.

Given the 'cross-over' between themes mentioned earlier, this summarises the progress made to date. It is likely that further outcomes may be achieved by the time Cabinet meet to consider the report, these will be reported verbally at the meeting.

- **Wider Mental Health Matters**

The Borough Council has a strong link with the mental health agenda via the CEO's role as a Member of the WMCA Mental Health Commission.

Furthermore, following Government's decision to afford mental health the same level of consideration and emphasis as physical health and wellbeing, the Council was swift to reflect this in its policies and plans. **Appendix C** to this report sets out the details of the Council's first response to the Governments repositioning of Mental Health issues.

TACKLING THE CAUSES & CONSEQUENCES OF MENTAL HEALTH ISSUES

APRIL 2017

Introduction

“Mental Health and Wellbeing are to be acknowledged and treated in precisely the same way as Physical Health and Wellbeing”. This was very much the meaning of the statement of intent issued by the Prime Minister earlier this year.

Clearly, this ‘shift’ in emphasis holds consequences for district and borough councils such as Tamworth both in terms of its role as a Community Leader and Place Shaper and as an ‘employer’ in its own right.

The ongoing work relating to dementia and Alzheimer’s is a clear indication of the actions of an established ‘community leader’ as it shows the Council working at different levels. Examples of the Council taking the lead; enabling and supporting others and using its influence to facilitate progress are all evident in the covering report and at **Appendix B**. This section of the report relates to its role as an ‘employer’ and in particular, how it has responded to the urgent need to tackle and remove the stigma and discrimination associated with mental health.

Background

The Time to Change Employer Pledge signals a commitment to changing how we think and act about mental health in the workplace and make sure that employees who are facing these problems feel supported.

- 1 in 6 British workers are affected by conditions like anxiety, depression and stress every year;
- Mental ill-health is the leading cause of sickness absence in the UK, costing an average of £1,035 per employee per year;
- 95% of employees calling in sick with stress gave a different reason;
- According to the annual CIPD Absence Management survey Over two-fifths (41%) of organisations have seen an increase in reported mental health problems (such as anxiety and depression) over the last twelve months;
- 4 in 10 employees are afraid to disclose mental health problems to their employer;
- Mind’s recent research found that 56% of employers said they would like to do more to improve staff wellbeing but don't feel they have the right training or guidance;
- Stress and mental health issues account for 402 days lost in the last 12 months (1st Jan to 31st Jan 2016) at TBC;
- This is equivalent to at least £40,000 lost due to known mental health and stress related issues. Studies suggest this could be as low as a twentieth of the cost;
- Wellbeing has a direct link to our equalities agenda and our pledge to MERIT (Making Equality Real in Tamworth).

There is significant evidence to show that looking after the mental health of our employees makes business sense and increases productivity. Encouraging them to talk about their mental health can make a real difference to sickness absence rates, presenteeism levels, staff wellbeing and productivity. It also means that they are more likely to seek support before reaching crisis point resulting in them being signed off sick for longer periods

- 10% reduction in absence as a result of tackling stress and mental health issues would equal £335,000 per annum. This is the equivalent of have 12 extra staff across the organisation.

Over 450 employers have already made the pledge across all sectors from FTSE 100 companies and leading retailers to Government departments and local authorities. Tackling stress and mental health in the workplace has direct benefits and ensures our ambition to be an employer of choice is protected.

To support the campaign we have already circulated details of online resources and trained 10 Mental Health First Aiders, who are available to employees to give immediate support and intervention. An Employee Wellbeing Policy and Time to Change Action Plan has been developed ratified by CMT for consultation with staff initially.

Recent discussions with the Trade Unions have made this area a priority. A recent joint regional survey led by UNITE was formally presented at the December Trade Union Liaison Group and a formal request has been made by the UNISON branch to begin discussing the campaign.

Cross reference has already been made to the Dementia Action Plan in drafting the action plan.

Employee Wellbeing Policy

This Policy has been developed from best practice and ongoing discussions with the trade unions. It identifies the wide range of tools we can employ at Tamworth Borough Council to support staff experiencing difficulty and general provisions for health and wellbeing to promote positive issues within the work place.

The Policy will then be presented for formal adoption by Appointments & Staffing Committee.

Time to Change Action Plan

So, what does this mean in real terms?

The Action Plan is based around seven key principles:

- Demonstrate senior level buy-in;
- Demonstrate accountability and recruit Employee Champions;
- Raise awareness about mental health;
- Update and implement policies to address mental health problems in the workplace;
- Ask staff to share personal experiences of mental health problems;
- Equip line managers to have conversations about mental health;

- Provide information about mental health and signpost to support services.

Most of the activity is already informally underway and reasonably well developed from good practice. Formalising these actions into the action plan and signing up to the Pledge will send a very strong signal to staff and trade unions regarding our commitment addressing mental health in the workplace.

Signing the Time to Change Employer Pledge is free and provides dedicated support throughout the (6 week) process as well as a year of support after making the formal pledge. This includes coaching on our action plan, connections to other employers and free masterclasses where we can learn from leading employers on how they have achieved success. We will also receive support to recruit Champions who will essentially drive this campaign forward. Champions will separately have access to training, peer support as well as access to working groups that involve champions from other organisations. At least 2 employees have approached the HR team separately to confirm they would like to promote and support the organisation in promoting better mental health. One as a union member and another as a person who has direct experience of stress/mental health issues.

Progress Since signing the Time to Change Employer Pledge:

- 95% said it had a positive impact on their organisation;
- 80% of organisations agreed that it had helped to raise awareness of mental health amongst staff;
- 50% reported a rise in staff disclosure of mental health problems, which helps to intervene early and prevent long term sickness.

Since the campaign was first introduced in 2016, £1,950 has already been invested in training 10 Mental Health First Aiders across the organisation. Plans and funding is in place for a further 12 to be trained later this year. This programme is delivered by Oakwood Training and is a formally recognised and transferable qualification.

Advice and guidance has been sought from our onsite Counselling service – The Listening Centre to feed into the action plan and for consultation on our policy.

All other resources to support this are available free from the Mind campaign. Much of the work to raise awareness will be driven by the Mental Health Champions, who are volunteers. These would need a little regular time to carry out activities to raise awareness.

A pledge event can be held after 6 weeks to formally sign up to the campaign and the timing of this report is such to allow a formal pledge to be made as part of the Employee Wellbeing Day planned for Tuesday 23rd May.