

## LONDON BOROUGH OF CROYDON – Working towards a Dementia Friendly Community – August 2018

### Our Priorities:

#### 1. Arts, culture, leisure and recreation:

With a thriving culture and arts scene, Croydon's community engages and inspires residents, visitors and businesses alike.

While this area will be focused on specifically in 2019, meaning actions are yet to be discussed in full at the Croydon Dementia Action Alliance (CDAA), the work of the CDAA has already drawn in arts and culture projects:

##### *Arts*

David Lean Cinema, situated in the Croydon Clocktower learning and cultural complex, is hoping to provide Dementia Friendly Screenings starting March 2019. Following a presentation at the CDAA, it is likely that these screenings will be part sponsored by businesses who are members of the CDAA to encourage sustainability.

Lead: David Lean Cinema supported by members of CDAA.

##### *Culture*

Museum of Croydon - showed a film of Croydon 1911 – 1970s during Dementia Action Week, which was of great interest to people living with dementia who attended.

Additionally, during Dementia Week, they also allowed the CDAA access to old photographs of Surrey Street Market, which were displayed at the tea dance and at the 'swinging 60's' event in Surrey Street itself. They made a huge impact and it was lovely to see people reminiscing together.

The museum is developing a peace exhibition culminating in a focus on peace for Armistice Day this year in November. A museum colleague attended the CDAA meeting and invited members to share the opportunity to contribute to this important piece of work with their networks of people living with dementia. Colleagues from the museum are happy to capture this oral history by either visiting dementia services, hosting an event at the museum, or a mixture of both.

Lead: Museum of Croydon / Members of CDAA

*Leisure – scheduled for 2019*

One of Croydon Council's three commitments is to provide Dementia Friends (DF) awareness sessions to all front-facing sub-contracted staff which will include all of our leisure facilities across the borough. This will start in 2019.

Lead: Coordinator / Right at Home

## **2. Businesses and shops:**

This area is being focused on at the moment.

### **9 July 2018 CDAA Members meeting comments:**

Businesses, shops and banks, work to undertake going forward

- Contact Chamber of Commerce and business networks to widen the awareness of the work being done by CDAA, already started.
- Big chains (shops and banks) in Croydon to be contacted direct in order to get agreement from the main branch and filter out the actions to the smaller more local branches around the borough.
- Make the link at council to ensure Westfield Shopping Centre and the shops going into the development will be dementia friendly
- Discussion around the possibility of carrying out another 'high street blitz' similar to that in Sanderstead during 2017
- Discussion about each member recruiting a shop on their high street

Lead: Coordinator for big chains/Westfield - all members for individual business recruitment

*Examples of work already carried out:*

*Sanderstead main shopping area – CDAA colleagues hosted a dementia stand in 2017*

*McCarthy and Stone – CDAA colleagues visited them to talk in general about local issues, highlighting issues facing the elderly and more vulnerable in the area. Literature was also left with the manager in case she needed any support.*

*As a result of those discussions, TfL were asked to adjust the crossing time to allow safe passage to the other side.*

Leads: CDAA Members

*Pension Protection Fund*, an organisation supporting its 236,000 members to receive the right amount of money at the right time, is currently developing its dementia action plan. However, their first commitment - to provide all contact centre staff with DF awareness sessions - is well underway, with one complete and six more monthly dates in the diary, approx 20 people will attend each session. The plan is expected to be finalised Sept 2018.

Lead: Pension Protection Fund

*Purley Bid* – One of the CDAA members at the beginning of this work, provided dementia awareness-raising events in 2016, and subsequently a number of DF awareness sessions. Purley Bid is keen to build on its successful start and make considering dementia an integral part of doing business in Purley.

Lead: Purley Bid

*Croydon Council – commitment 3* – ‘Commission with dementia in mind, across all areas of the council. Produce a guide/checklist which demonstrates the council’s expectation that organisations are dementia friendly.’ Actions include:

- Working with Commissioning & Procurement colleagues to get more detailed information on dementia included in checklist when assessing residential care homes and domiciliary care providers.
- Working with colleagues to make sure dementia is included in the new dynamic purchasing system for over 65s.
- Being included in working group which is reworking the terms and conditions for all Croydon contracts to include modern day slavery clauses and make sure dementia expectations are also included.
- Developing sessions inviting existing tier 1 suppliers (contract in excess of £1m) to encourage their staff to become Dementia Friends as part of their wider commitment and invite them to join the CDAA at the same time.
- October internal learning week – a session for category managers and procurement colleagues on the commitment and what it means across a number of contracts, as well as deliver DF awareness sessions too.
- Supply chain learning demo “this is how Croydon does business” covering London Living Wage, modern day slavery and being dementia friendly, working on this event which is later in the year
- Working via Good Employer Charter to access business network events and include becoming a member of the CDAA in the charter as an option, as well as information around supporting working carers

- Presenting at Domiciliary Care / Residential Home Provider forum in September 2018

Lead: Croydon Council colleagues across a variety of directorates

### **3. Children, Young People and Students:**

Again, this area is identified to be worked on specifically in 2019, but that hasn't stopped work already being kicked off by the Dementia Champions who work at Langley Oaks and Marsh & Willow Dementia Day centres in March this year.

Colleagues at Marsh & Willow made 43 BRIT School students and their tutors Dementia Friends, it was so well received that even the Head Teacher popped in to congratulate everyone.

The BRIT staff will now go forward to become Dementia Champions themselves and eventually expect to provide DF awareness sessions for all students and staff to become Dementia Friends.

Collaborative work continues with The BRIT School, whose students have been working with Marsh & Willow Centre users for several years now, and on 21<sup>st</sup> June Marsh Willow service users went to the BRIT school for a tea party.

Lead: Manager, Croydon Dementia Day Services

Preparation for the wider work is in train for this workstream with a meeting set up in Sept 2018 with David Butler, Director of Education, Croydon Council for guidance and advice on how best to start this off. This information will be shared with CDAA members and developed into an action plan.

Lead : CDAA Coordinator

#### **4. Health and social care:**

The aim is to recruit the major health and social care providers across the borough, encourage GP practices to join the CDAA over the next 12 months, and raise awareness of dementia in all practices.

Actions and who is responsible:

- Coordinator to finalise plans for GP collaborative and encourage practices to sign up as dementia friendly and share information on the GP Dementia Friendly Toolkit.
- Deliver a DF awareness session to practice staff during protected training time for practice staff during 2018/19.
- Croydon Healthwatch to share feedback at October 2018 CDAA from questionnaire about how dementia friendly Croydon and its services are.

Lead: CDAA/Healthwatch

*Examples of work already carried out/in progress:*

*One Croydon Alliance* – a health and care partnership between commissioners and providers with a 9 year agreement to transform services to improve the outcomes for local people. Its first commitment as part of the CDAA was to 'ensure all One Croydon partners are signed up to the CDAA as individual organisations to underpin the support for people living with dementia and their carers'. Of the five organisations that make up One Croydon Alliance, three are already signed up and the remaining two are finalising their commitments and will be completed by the end of 2018 at the latest. .

*Croydon Health Services* – a member of CDAA. The lead dementia nurse at the hospital is a very active member and supports dementia work across the hospital. Dementia Friends Champions from CDAA deliver DF awareness sessions as part of induction for new staff, CDAA regularly holds stalls in the public areas to highlight dementia and share the Herbert Protocol to carers. Additionally, the lead dementia nurse teaches clinical colleagues on dementia and champions the cause across the trust.

*CCG* – finalising the plan, two commitments agreed, the final one will be signed off by Sept 2018

*South London & Maudsley* - finalising the plan, it will be signed off by Sept 2018

*Age UK Croydon* – a member of CDAA

*Croydon Council* – a member of CDAA, as a commissioner and a provider – Croydon Council has also made DF awareness sessions mandatory across the council. A blended approach, the council is working with Alzheimer's Society to enable the e-learning package to be easily available to staff as well as face to face DF awareness sessions for people to attend if they prefer.

*GP Collaborative* - A separate but closely aligned organisation to One Croydon Alliance is finalising the plan which will be signed off in Oct 2018

Fairhand Visiting Physiotherapy/Home Instead Senior Care/Right At Home are all very active members of the CDAA, providing many DF awareness sessions across the borough, 'party up my zimmer' service during dementia action week across four days just to highlight a few.

Lead: CDAA members

Health & Wellbeing Board – Councillor Yvette Hopley is the lead for this and CDAA reports into Health & Wellbeing Broad as part of good governance.

Additionally, Councillor Maggie Mansell has been made dementia champion for the council.

## **5. Transport:**

Not started yet, though, Coordinator has presented to the Public Transport Liaison Committee and given an overview of the work done by CDAA in order to prepare the relationships for this work in the future.

This work is scheduled for latter half of 2019.

Lead: Coordinator

## **6. Fire, Police and Ambulance Service – Emergency services**

*Croydon Fire Brigade* signed up to CDAA and has a designated officer who is a Dementia Friends Champion. The Dementia work is integral to the brigade's wider work on mental health. Additionally the LFB are very supportive when CDAA do community events.

*Croydon Metropolitan Police* –signed up to CDAA. Currently the delivery of DF awareness sessions to 400 officer is underway, with sessions being delivered by a variety of CDAA members. Additionally, all CDAA members are supporting roll-out of Herbert Protocol and highlighting it where appropriate at the end of DF awareness sessions done externally. As with colleagues at LFB, Met Police are very active in the CDAA events.

Action:

London Ambulance Service – Coordinator to make contact.

Lead: CDAA/Met Police/London Fire Brigade

## **7. Housing**

This work hasn't started yet. It is anticipated to start in the latter half of 2019.

## **8. Community and Voluntary organisations:**

*Sanderstead* - At the invitation of Councillor Yvette Hopley, CDAA colleagues attended the Sanderstead Residents' Association AGM and talked to residents at the reception about issues and concerns, and spoke highlighting the issues around dementia. An article was published in the Sanderstead News.

Councillor Hopley also invited CDAA colleague from Black & Minority Ethnic Forum to come and talk to the Executive and the Committee of the Sanderstead Residents' Association (SRA) so they had more information for residents living with dementia. She also gave a presentation on "keeping your memory strong", this too was published in the magazine. Additionally, the SRA also put up the articles on their website.

Leads: Councillor Yvette Hopley / CDAA members

### *Mencap*

A recent CDAA member, Mencap's plan has been drafted and will be finalised by Oct 18. However, the Dementia Friends commitment is already underway with DF awareness sessions taking place for carers and staff.

*Croydon Neighbourhood Care Association* – a regular contributor to CDAA, this organisation oversees lunch clubs and provides a befriending service - many participants are living with dementia. CNCA's plan has been drafted and will be finalised by Oct 18, as above the Dementia Friends commitment is already underway with DF awareness sessions taking place for staff and trustees.

*Learning Disability Partnership Forum* – Coordinator gave an easy read presentation to members of this forum and People First Croydon have requested a DF awareness session for people with learning disabilities. This will be delivered before end of 2018.

*Croydon Disability Forum* – Coordinator presented to this group - a plan is yet to be developed but there was a great deal of interest in the topic.

*Croydon Adult Social Services User Partnership Group* – Coordinator regularly updates this group on what is happening with CDAA and has been allowed to use one of their workshop days to explore what could be done better across the borough for people with physical disabilities or dementia. Taking place in Sept 18, this is normally attended by up to 50 people with a wide variety of disabilities who will be able to consider this work in detail for a day. Outcomes will be shared with CDAA in Oct 18.

*Croydon Voluntary Action* - a membership organisation providing leadership and support to groups, residents, and communities in Croydon. This organisation has identified three priorities - people, place and process and is signing off the final plan by beginning of September.

### *Wider community groups across Croydon*

Coordinator is working with communities team at the council to send out targeted emails to all groups known to the council. It isn't possible to get the list and send out to specific groups because of the restrictions around GDPR. However, the meeting will identify each specific area – i.e. residents association, faith group, football club etc, and the coordinator will tailor an email to each one giving details and offering a visit from a member of CDAA. Communities team has agreed to send them out.

*Areas to develop further:*

Croydon Dementia Action Alliance has a strong membership but needs to get more members across all areas of the community. The Chair and Coordinator strive to be inclusive and for the membership to reflect the local community. Areas to develop:

- Widen the reach in the BME community, getting more members.
- CDAA members to reflect the Borough's population. Coordinator to identify organisations representing LGBT communities, and organisations representing people with disabilities, that are not involved and work with existing CDAA members to recruit them by December 2019.
- Additionally, while some consultation is taking place with people living with dementia and their carers, there needs to be a more structured approach to this to ensure their views are forefront of our work and CDAA is able to demonstrate this engagement.

*Work anticipated in 2019*

To make best use of CDAA members time and efforts, the Coordinator is getting clinical data showing prevalence of dementia across the borough, using data taken from the QOF. This data identifies prevalence per GP surgery, it is reasonable to expect (particularly with surgeries at the edge of the borough) some individuals might live outside the borough. However, it is the best measure that is available at the moment. The CDAA will also take into the account that people travel within the borough, so if there is an area that has a high prevalence of dementia, it is worth looking at surrounding areas to target as well in terms of shops etc. That said, it is likely to help the CDAA target specific areas and help us identify our priorities more clearly.