

Scrutiny Health & Social Care Sub-Committee Agenda



To: Councillor Carole Bonner (Chair)
Councillor Andy Stranack (Vice-Chair)
Councillors Patsy Cummings, Sean Fitzsimons, Margaret Mead,
Andrew Pelling and Gary Hickey

Reserve Members: Sue Bennett, Sherwan Chowdhury, Pat Clouder,
Steve Hollands, Bernadette Khan and David Wood

A meeting of the **Scrutiny Health & Social Care Sub-Committee** which you are hereby summoned to attend, will be held on **Tuesday, 19 December 2017 at 6.30 pm** in **Council Chamber, Town Hall, Katharine Street, Croydon CR0 1NX**. **There will be a pre-meet for Members only at 6.00pm in room F4.**

JACQUELINE HARRIS-BAKER
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www.croydon.gov.uk/meetings
Monday, 11 December 2017

Members of the public are welcome to attend this meeting.
If you require any assistance, please contact the person detailed above, on the righthand side.

N.B This meeting will be paperless. The agenda can be accessed online at www.croydon.gov.uk/meetings

AGENDA – PART A

1. Apologies for Absence

To receive any apologies for absence from any members of the Committee.

2. Minutes of the Previous Meeting (Pages 5 - 12)

To approve the minutes of the meeting held on 21 November 2017 as an accurate record.

3. Disclosure of Interests

In accordance with the Council's Code of Conduct and the statutory provisions of the Localism Act, Members and co-opted Members of the Council are reminded that it is a requirement to register disclosable pecuniary interests (DPIs) and gifts and hospitality to the value of which exceeds £50 or multiple gifts and/or instances of hospitality with a cumulative value of £50 or more when received from a single donor within a rolling twelve month period. In addition, Members and co-opted Members are reminded that unless their disclosable pecuniary interest is registered on the register of interests or is the subject of a pending notification to the Monitoring Officer, they are required to disclose those disclosable pecuniary interests at the meeting. This should be done by completing the Disclosure of Interest form and handing it to the Democratic Services representative at the start of the meeting. The Chair will then invite Members to make their disclosure orally at the commencement of Agenda item 3. Completed disclosure forms will be provided to the Monitoring Officer for inclusion on the Register of Members' Interests.

4. Urgent Business (if any)

To receive notice of any business not on the agenda which in the opinion of the Chair, by reason of special circumstances, be considered as a matter of urgency.

5. Dementia Friendly Croydon (Pages 13 - 44)

The report details the plans for Croydon working towards becoming a Dementia Friendly Borough.

6. Exclusion of the Press and Public

The following motion is to be moved and seconded where it is proposed to exclude the press and public from the remainder of a meeting:

“That, under Section 100A(4) of the Local Government Act, 1972, the press and public be excluded from the meeting for the following items of business on the grounds that it involves the likely disclosure of exempt information falling within those paragraphs indicated in Part 1 of Schedule 12A of the Local Government Act 1972, as amended.”

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Scrutiny Health & Social Care Sub-Committee

Meeting of held on Tuesday, 21 November 2017 at 6.30 pm in Council Chamber, Town Hall,
Katherine Street, Croydon CR0 1NX

MINUTES

Present: Councillor Carole Bonner (Chair);
Councillor Andy Stranack (Vice-Chair);
Councillors Patsy Cummings, Sean Fitzsimons and Andrew Pelling

Also Present: Councillor Louisa Woodley

Apologies: Councillor Margaret Mead

PART A

55/17 **Apologies for Absence**

Councillor Margaret Mead gave her apologies, Councillor Steve Hollands attended in her absence.

Gary Hickey, Healthwatch gave his apologies.

56/17 **Minutes of the Previous Meeting**

The minutes of the meeting held on 26 September were agreed as an accurate record.

In considering the Minutes, the Chair informed the Sub-Committee that a response had been received from the Secretary of State acknowledging receipt of the referral made regarding the withdrawal of IVF and ICSI treatment by Croydon CCG and stating that the referral had been passed to the Independent Reconfiguration Panel for consideration.

57/17 **Disclosure of Interests**

There were none.

58/17 **Urgent Business (if any)**

There were no items of urgent business.

The Following officers were in attendance for this item:

- John Goulston, Chief Executive, (Croydon Health Services NHS trust and Chair of Croydon A&E Delivery Board)
- Jayne Black, Deputy CEO and Chief Operating Officer, (Croydon NHS)
- Stephen Warren, Director of Commissioning (Croydon CCG)
- Andrew Eyres, CEO and Accountable Officer, (Croydon CCG)
- Clinton Beale, Stakeholder Engagement Manager (LAS)
- Graham Norton, Assistant Director of Operations, (LAS)
- Pratima Solanki, Director of Adult Social Care & All Age Disability

Members were given a presentation which detailed the delivery plan for winter 2017/2018 and included plans from the multiagency organisations that would be working in conjunction with Croydon NHS trust to ensure best outcomes for patients.

Officers highlighted three key areas of development and improvement work that included:

- Addressing ongoing workforce issues
- Patient flow and Discharge
- Re-Direction of patients

Officers informed the Committee that challenges were being faced due to increased presentation of patients with mental health issues, an increase of 8% compared to 2016. Members were advised that South London and Maudsley was considering new initiatives such as a 24hr core psychiatric reablement team to meet the increased demands presented by these patients.

Members were advised that the delivery plan included:

- Greater emphasis on person centred care
- The use of physicians to supplement A&E consultants
- Improved out of hospital business case- LIFE team

The Sub Committee was advised that the new resuscitation unit at the hospital was now completed and was in use. Officers advised that the hospital was working towards a target of 3% improvement against 95% A&E targets.

In response to Members' queries, the Sub Committee was informed that there would be several GP hubs open during the Christmas and New Year period to manage urgent primary care. National and local communications campaigns were being produced to place information on this in the public domain.

Members queried the background to the rise of patients presenting with mental health issues. Officers responded that this was a national issue and further analysis was being carried out to establish the underlying issues

surrounding this increase. Officers stated that this figure was predominantly new patients who have only just come to the attention of services. Measures have been put in place with mental health nurses working closely with London Ambulance Service to minimise the impact on A&E.

In response to Members' questions on issues with workforce, the Sub-Committee was informed that there was a national challenge in recruiting A&E consultants and work was being done nationally to address this issue. In areas of nursing there was a recruitment drive and a lot of work was being carried out in training and development which had been attracting staff to Croydon.

In adult social care, work was also being done to recruit nurses in nursing homes. As a winter contingency to decrease admission to hospital, Better Care Funding had been used to block purchase a number of nursing beds for people with dementia. Funds had also been ring fenced for the recruitment and retention of registered managers for care homes. These actions were designed to help stabilise the care market and to keep the best providers in the market place, and to increase the hourly rate of domiciliary care providers and rates for nursing homes.

Members queried the position on frontline staff being immunised with the flu vaccine. The London Ambulance Service responded that there had been a large take up with their staff with just over 73% currently immunised. The roll out for Council front line staff had just been implemented that week and there had been a large take up of staff receiving their immunisation. Croydon NHS had a target to have 75% of clinical facing staff immunised by 31 December 2017 and were currently at 57% which was ahead of their trajectory.

Members enquired as to what actions the council was undertaking to ensure effective communication was being shared with the community to encourage take up of the vaccines. The Director of Adult Social Care and all Age Disability resolved to provide information to the Committee on prevention communication following the meeting.

In response to Members' queries on the plans for availability of Social Care staff during the Christmas and New Year period, officers responded that front line services would be operating throughout that period and that there would be a duty social worker available at all times with additional members of staff to provide support as needed.

RECOMMENDATION

The Sub Committee Members agreed to recommend that the Council should increase publicity around flu vaccines.

The following officers were in attendance for this item:

- Rachel Soni, Alliance Programme Manager
- Kate Pierpoint, Chief Executive Age UK
- Paul Etheridge, Personal Independence Co-Ordinator

Rachel Soni, Alliance Programme Manager introduced the item to the committee by advising that the item was being brought to Scrutiny for consideration and comment before the OBC business case is presented to Cabinet in January 2018.

Members were advised that a business case was being presented to request an extension following this transition year, with recommendations on a 2 -10 year plan that would include the extension of the programme beyond the current over 65's model. The review included plans for the next phase and updated Members on the progress that had been made to date.

The programme had been focused on community intervention through partnership working to prevent and reduce recurrent admissions to hospital for over 65's and this has been realised through a strategic approach and use of the following:

- Personal Independence Co-ordinators;
- Living Independently for Everyone (LIFE) Programme; and
- Integrated Community Network.

Officers informed the Sub-Committee that some of the areas in the proposal for the next phase included:

- Improved choice for service users;
- Integration with Mental Health Services;
- Use of specialist services and care homes;
- Increased use of voluntary sector in delivery of care;
- Increased support for carers;
- Addressing patient length of admission in hospital; and
- Integrated Network of GP practices by March 2018.

Officers explained to the Sub-Committee that the Alliance had been working with its partners on winter planning, preparation, and improvements for service users. The Sub-Committee were informed that strategies were in place to meet demand and that services such as adult care packages and assessments was easily accessible due to longer Brokerage arrangements have been put in place during the winter period.

Members were given an account of the work that had been done by Age UK and Personal Independence Co-Ordinators in the last twelve months that had enabled service users to experience improved long term outcomes. Officers informed the Committee that in the last twelve months there had been six Co-Ordinators employed who had been able to engage with 209 patients across surgeries for an average of 14 weeks. During the engagement period, 90% of service users achieved the personal subjective goals set around their health &

wellbeing, empowering and maintaining independence. GP's had expressed their happiness on the positive impact the scheme had on service users' lives.

A case study was presented to the committee by Paul Etheridge, Personal Independence Co-Ordinator, detailing the work undertaken with service users. The support involved tailoring services to individual needs, multiagency team working between GP services, occupational therapy and district nurses to assess and make provisions based on needs such as equipment, access to social activities and benefits.

In response to Members' queries on challenges faced by Personal Independence Co-Ordinators, Officers advised that not being able to manage demand due to limited resources was problematic. They were currently mapping out gaps in service delivery and the information was being fed back to the Alliance.

Officers informed the committee that the Alliance way of working recognised that there was still a lot of work to be done in the community. Presently, the focus was on priorities and areas where the biggest impact could be made through delivery of programmes, flexibility of long term partnerships and by working proactively with providers so that they could be sustained.

Members queried why the projected savings were based on the 2017/2018 period even though this was a transition year and were concerned about the impact this would have on the savings that CCG planned to make. Officers from the CCG advised the committee that they were confident that they would still meet their savings targets.

Members questioned officers regarding the progression of Mental Health transformation to which officers responded that the CCG had been working closely with SLaM to explore the Alliance's methods of early intervention and had also looked at work undertaken by Mental Health Boards in other Local Authority areas.

The Committee queried whether a Housing dimension would be brought into the work done by the Alliance. Officers responded that this would be given consideration in the future. They would have to look at how best to integrate into what is currently being done in order to establish the right balance and achieve the best outcomes. There would be scope for more integration and better support for the community. The committee was advised that there was currently work being done in relation to housing through the Gateway services, CREST pilot and Shared Lives Services.

CONCLUSIONS

Following discussion, Members were in agreement that they were encouraged by the work done thus far by the alliance and recognised that the achievements to date were commendable.

The Sub- Committee highlighted the need for the Alliance to maintain control of the programme in terms of meeting demand when considering planned expansion of the scheme.

RECOMMENDATIONS

The Sub-Committee agreed to recommend that the report for the December 2017 Cabinet meeting contain more detailed analysis of the projected savings to be made.

61/17 Joint Health and Overview Scrutiny Committee Update

SOUTH WEST LONDON JOINT HEALTH AND OVERVIEW SCRUTINY COMMITTEE (ORAL UPDATE).

The Chair informed the Committee that at the pre-meet for the proposed 15 November meeting of the JHOSC, it was agreed that the meeting be postponed. This was to enable the South West London Collaborative (SWLCC) officers to complete a refresh of their plans on STP before the next meeting.

SOUTH EAST LONDON JOINT HEALTH OVERVIEW AND SCRUTINY COMMITTEE (ORAL UPDATE).

The Chair provided an update to the Sub- Committee on the South East London JHOSC that took place on 6 November 2017 at which members considered the proposal for SLaM provision of separate wards for older adults with varying degrees of mental health.

Members were informed that although there had been concerns raised about the possibility of patients having to travel across boroughs for treatment, the attendees had agreed that patients would benefit from being placed in specialised wards to receive treatment by specialist staff to meet their specific needs.

The JHOSC members had agreed that upon implementation of the plans an update would be required after 12 months to review functionality of the scheme.

62/17 Healthwatch Update

There was none.

63/17 Exclusion of the Press and Public

This was not required.

The meeting ended at 9.20 pm

Signed:

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Date:

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Agenda Item 5

REPORT TO:	Health and Social Care Scrutiny Sub-Committee 19 December 2017
SUBJECT:	'Dementia Friendly Croydon' and Croydon's Dementia Action Alliance (CDAA)
LEAD OFFICER:	Guy Van Dichele, Interim Director, Adult Social Care
CABINET MEMBER:	Councillor Louisa Woodley
PERSON LEADING AT SCRUTINY COMMITTEE MEETING:	Rachel Carse, Dementia Action Alliance & Social Inclusion Coordinator
WARDS:	All
ORIGIN OF ITEM:	This item forms part of the Committee's work programme
BRIEF FOR THE COMMITTEE:	To articulate and identify a plan for Croydon working towards becoming a Dementia Friendly Borough
NB: Please note this is a working draft for comment following input from Croydon council colleagues and the pre Scrutiny Committee	

1 PURPOSE OF REPORT AND EXECUTIVE SUMMARY

1.1. Purpose

- a) to set out the requirements for, and actions being taken by Croydon to become a Dementia Friendly Borough;
- b) to set out the proposed structures for Dementia Friendly Croydon and its delivery vehicle, Croydon's Dementia Action Alliance (CDAA);
- c) to raise awareness about the launch of Dementia Friendly Croydon and seek support for the work across the Council for CDAA;
- d) to seek support for a range of Dementia Friendly projects across the Council's portfolio.

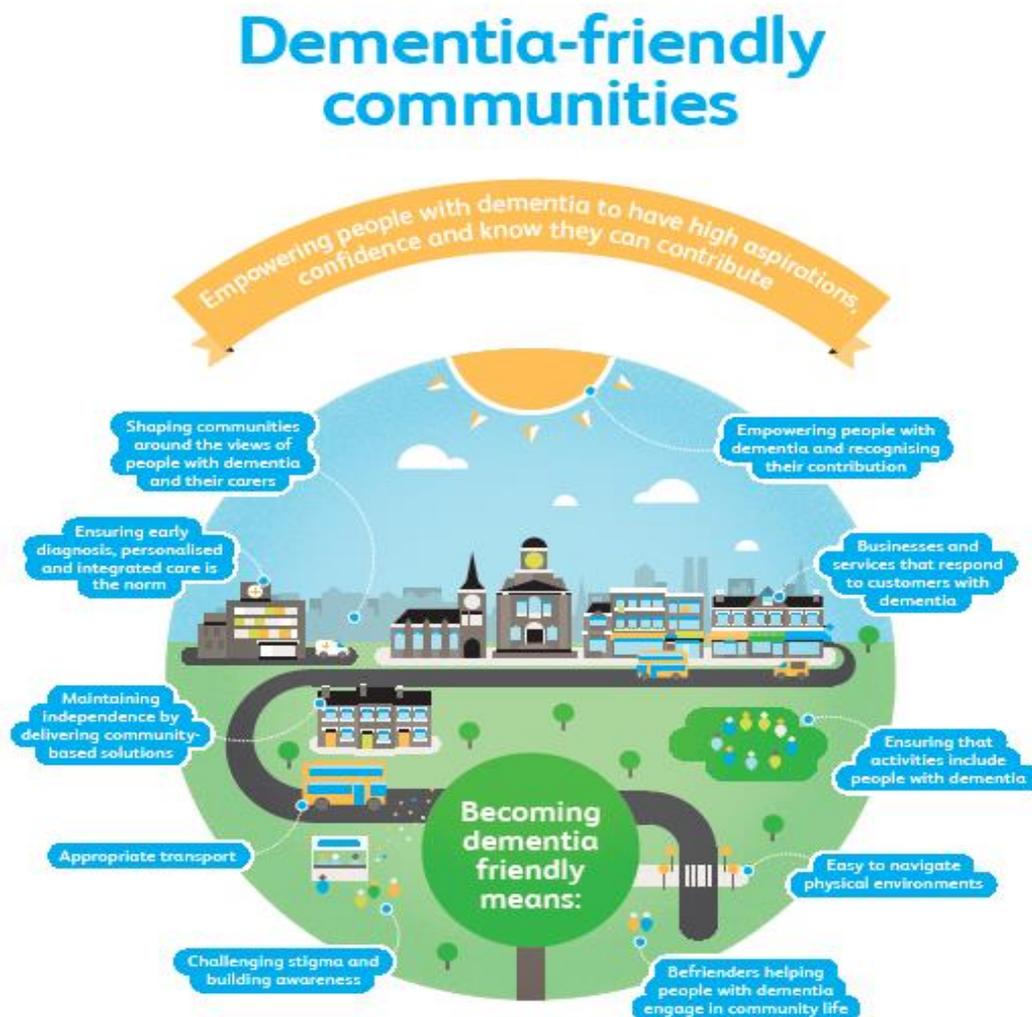
1.2. Executive Summary

- 1.2.1 There are 850 000 people living with dementia in the UK. It costs the UK economy £26.3 billion a year (£11.6; billion unpaid care)¹.
- 1.2.2 In Croydon, at 30 April 2017, the number of people living with dementia in the over 65 population is approx. 3,290. Of those, only 2,197 have been formally diagnosed, approx. 67% of the total with dementia. There is a national priority to increase diagnoses rates. In the same period, diagnosis rates across England were 67.9% and 71.1% for London.
- 1.2.3 Two thirds of people with dementia live in the community, the majority are supported by family who are often working. They, their family and carers are existing or potential clients/customers of many businesses and shops throughout Croydon. Supporting people with dementia and their carers by having a dementia friendly community allows them to live well with dementia in the community and can reduce people needing traditional health and social care support.
- 1.2.4 51% of people caring for someone with dementia are still in work and might need support from their employers. Additionally, some existing employees may also develop early onset dementia. The Equality Act 2010 recognises dementia as a disability, so businesses should make reasonable adjustments to avoid causing discrimination.
- 1.2.5 While incredibly important, social care and health services alone cannot ensure people with dementia in the community live good quality lives. Support from the wider community is essential.

¹ Dementia UK, published September 2014

1.2.6 Being Dementia Friendly is about engaging the whole community and by extension all Council departments in supporting people to live well with dementia.

'Everyone, from governments and health boards to the local corner shop and hairdresser, share part of the responsibility for ensuring that people with dementia feel understood, valued and able to contribute to their community'²



1.2.7 Becoming dementia friendly is at least a two-year project, with a clear sustainable future. To be formally recognised as a 'Dementia Friendly Community' Croydon needs to demonstrate a sustained commitment to the following:

- the right local structure
- a person responsible for driving forward the work
- a plan to raise awareness about dementia in key organisations and businesses to support people with dementia

² <https://www.alzheimers.org.uk/dementiafriendlycommunities>

- giving a strong voice for people with dementia in the community
- raising the profile of the work to increase reach and awareness
- plans focussed on key areas that have been identified locally
- a plan for 6 monthly updates to the community

1.2.8 The delivery vehicle for making Croydon Dementia Friendly is Croydon’s Dementia Action Alliance (CDAA), which started in March 2017 and has a mix of private businesses, voluntary sector organisations and public sector bodies in its membership. The Council have appointed, through Integration and Better Care Fund monies, to a two-year post a Dementia & Social Inclusion Co-ordinator. 50% of the role is dedicated to driving forward Dementia Friendly Croydon. However, there are synergies between this programme of work and the wider inclusion agenda.

1.2.9 There has been some good work done by members of the CDAA, but there is a need to increase new membership, agree an action plan and galvanise the work needed for Croydon to become a Dementia Friendly Borough.

1.2.10 A good time to re-launch the Dementia Action Alliance with a clear timetabled action plan would be Dementia Awareness Week 15 – 21 May 2018.

(Phase 1: Oct 2017 – March 2018
(
See Annex 1 (Phase 2: April – Sept 2018
(
(Phase 3: Oct 2018 – Sept 2019

1.2.11 This paper sets out the arrangements in place and our future plans to deliver the requirements in 1.2.7. A particular emphasis is on establishing a structure based around the CDAA that is sustainable and integrated into new arrangements of the Local Strategic Partnership and the Health & Wellbeing Board. This underpins learning already derived from the CDAA and the need to strengthen and embed its reach and influence.

2 DETAILS

2.1.1 What is a dementia friendly community?

‘A city, town or village where people with dementia are understood, respected and supported, and confident they can contribute to community life.

‘In a dementia friendly community people will be aware of and understand dementia, and people with dementia will feel included and involved, and have choice and control over their day-to-day lives³

People with dementia describe a dementia-friendly community as one that enables them to:

- find their way around and be safe
- access the local facilities that they are used to and where they are

³ Alzheimer’s Society 2013

known (such as banks, shops, cafes, cinema and post offices)

- maintain their social networks so they feel they belong⁴.

It is also important to remember that being dementia friendly need not be complicated. A lead from one Dementia Friendly initiative said quite simply that “*Being dementia-friendly comes down to kindness.*”⁵

2.1.2 The principles highlighted here could apply to other population groups and the work and learning from establishing Dementia Friendly Croydon would be transferable to other areas in the wider inclusion agenda.

2.1.3 **Guiding principles for Dementia Friendly Croydon**

Putting the person with dementia and the people that care for them at the very centre is fundamental to being dementia friendly. Croydon is therefore mindful in its planning of the following points:⁶

- people with dementia and their carers should stand at the centre of what it means to be dementia friendly.
- the focus of priorities should be on the views of people with dementia⁷
- individuals, businesses, shops, transport, voluntary organisations, health and social care services, faith and community groups can all contribute to making a community Dementia Friendly

2.2. The plans outlined below have been devised to meet the requirements and points outlined in 1.2.7 and 2.1; with the aim of providing sustainable support and impetus to the Dementia Friendly Croydon project.

2.2.1 **‘The right local structure’**

The body that will take the actions based on locally identified priorities⁸ forward is Croydon’s Dementia Action Alliance (CDAA), currently chaired by Hakeem Anjorin, Director, Right At Home. Croydon’s Alliance started in March 2017.

Organisations and individuals who join Dementia Action Alliances commit to three actions that will actively contribute to making the community more dementia friendly.

CDAA’s are invaluable for sharing experiences and learning and they have significant potential for networking, partnerships and advocacy. The more members a CDAA has, the more effective these elements are likely to be.

2.2.2 The Dementia & Social Inclusion Coordinator is the operational lead for Dementia Friendly Croydon. This role sits within the public health team, but operates across adult social care and the wider council.

⁴ Developing dementia-friendly communities Learning and guidance for local authorities

⁵ roshnisheffield.org.uk.

⁶ PAS 1365:2015 Code of practice for the recognition of dementia-friendly communities in England

⁷ PAS 1365:2015 Code of practice for the recognition of dementia-friendly communities in England

⁸ http://www.dementiaaction.org.uk/who_we_are/ldaa_and_dfc

2.3. **Raising awareness about dementia in key organisations and businesses that support people with dementia'**

2.3.1 The range of stakeholders from the community guidance says should fall into the broad categories listed below. ⁹

- arts, culture, leisure and recreation
- businesses and shops
- children, young people and students
- community, voluntary, faith groups and organizations
- fire and police
- health and social care
- housing and planning
- transport

2.3.2 Croydon Council has the opportunity through its roles in areas such as planning, housing, the environment, leisure and schools to play not just an active role through its front facing staff but significantly through its ability to influence the planning and design of neighbourhoods, facilities and services.

2.3.3 Feedback from Dementia Action Alliance leads in other areas and the London DAA Alzheimer's Society lead is that numbers of members, breadth of organisational representation and diversity of membership is what helps make a CDAA successful. Following on from point 2.3.2 above, engagement from teams in a wide range of Council departments would add to the effectiveness of the Alliance.

2.3.4 The key stages in the plan to raise awareness are:

- December 2017 to February 2018 - Engage with people with dementia, their carers and organisations across Croydon to encourage them to join CDAA. The London lead for Dementia Alliances is providing support and advice for this process.
- Link into existing forums and contacts in the community to raise awareness about Dementia Friendly Croydon and joining the CDAA. As an example, colleagues in Croydon Bid Commerce are happy to give out information and encourage businesses to contact the CDAA and Dementia Action Alliance Coordinator.
- Begin mapping dementia activities and services across the borough. For example, identify the number of trained Dementia Friends and Champions in Council teams and other organisations.
- Launch the beginning of Dementia Friendly Croydon and CDAA during National Dementia Week of 15-21 May 2018.

⁹ PAS 1365:2015 Code of practice for the recognition of dementia-friendly communities in England

- Plan a range of activities as part of National Dementia Week in May 2018.
- Throughout 2018 consider longer term engagement plans with organisations and community groups via the CDAA

2.4. **‘A strong voice for people with dementia in the community’**

Dementia Friendly Croydon aims to promote the needs of everyone with dementia in the population and will pay particular attention to giving a voice to the local diverse populations affected by dementia.¹⁰ Formal and informal channels will be used. For example:

- The CDAA membership should include people with dementia and carers of people with dementia.
- In recognition that some people may not wish or be able to attend the CDAA regular informal contact will be maintained with people attending the various Dementia cafes around the borough and other community organisations
- The Dementia & Social Inclusion Coordinator will also work closely with the community organisations to ensure that any views expressed are captured.

2.5. **‘Increase reach and awareness about Dementia Friendly Croydon and Croydon CDAA to the different groups in the community’**

Work raising awareness across different communities is already underway. This work will underpin the publicity for the launch of Dementia Friendly Croydon and CDAA and help raise and sustain the profile across the borough.

- The engagement plan will include the range of people with dementia, carers and organisations / stakeholders that have been reached or will be contacted.
- The team plans to draw on the resources and knowledge held within the Council to ensure that community groups are made aware of the CDAA and feel included in the process of developing Dementia Friendly Croydon.
- A communications plan is being developed with the support of the Council communications team.

¹⁰ ¹⁰ PAS 1365:2015 Code of practice for the recognition of dementia-friendly communities in England

2.6. **‘Plans focussed on key areas that have been identified locally’**

What people with dementia and carers say needs to be done to make Croydon and the different communities within it more Dementia Friendly will inform Croydon’s priorities. To achieve this:

- Conversations with people with dementia and carers will be held between January 2018 – March 2018. The output of these will be used to inform the discussions at the launch of Dementia Friendly Croydon and the CDAA in May 2018.

Priorities will also be informed by the local strategic partnership work and ongoing discussions and feedback at the CDAA meetings.

2.7. **Action planning and reporting**

At CDAA meetings, organisations and individuals will be asked to sign up to the Croydon CDAA and devise three actions that will help them contribute to the key priorities. The Dementia & Social Inclusion Co-ordinator will support organisations in this work. The action plan will be monitored and regular updates given to the Health & Wellbeing Board on a quarterly basis.

Currently there are 8 members of the CDAA and it was agreed at the last monthly meeting to set a target of 50 in November 2018.

2.8. **Next steps - Dementia Friendly Croydon Launch – 15 – 21 May 2018**

The theme for the launch to be agreed with colleagues and service users/carers.

- Attendees will have the opportunity to take part one of the Dementia Friends awareness sessions being run across the borough.
- The team is consulting with the London Dementia Action Alliance lead on what contributes to a successful Alliance Launch.

2.9. **Possible projects for Croydon and examples from other communities**

Overarching themes to consider:

- Safeguarding for both people with dementia and its complexities with carers often who are siblings. Safeguarding is everyone’s business.
- Workforce:
 - getting people in work to understand we are sitting next to someone in work who is dealing with dementia every day
 - Dementia Friends Awareness sessions - ensuring that as many staff dealing with the public both in the council and other organisations are trained as Dementia Friends. There are concerted efforts, by members of the CDAA, to create a wide base of Dementia Friends. However, sustainability and impact would be improved and more effective once there is a list of locally agreed priorities.

- Identify ways to build in dementia friendly approach across contracts with providers (not just health and social care)

Workforce

- Getting Dementia Friend Champion's into Human Resources and other departments across companies will help create capability to sustain capacity of Dementia Friends in the workforce. Dementia Friends Awareness sessions as part of induction will also support sustainability.

Broader projects for consideration that Croydon Council could play an important role in are:

Table 1 Possible and example projects across different workstreams

Engagement area (requirements in 2.3.1)	Examples
Arts, culture, leisure and recreation	<p>Dementia Friendly Parks – Richmond upon Thames has received positive feedback from the Alzheimer's Society on their work around parks and there are many opportunities in Croydon.</p> <p>Libraries –</p> <p>Cinemas and theatres</p> <p>Leisure activities – Havering Borough has adopted dementia friendly leisure facilities and the Dementia Friendly Action Coordinator is engaging with them to learn more.</p>
Businesses and shops	<p>Working with Purley BID and Croydon BID to discuss creating a 'Dementia Friendly High Street'</p> <p>The same principles could be applied to different neighbourhoods across the Borough</p>
Children, young people and students	<p>Linking into schools' Community Engagement and PHSE programmes.</p> <p>There are also possibilities through the Duke of Edinburgh and citizenship schemes.</p>
Community, voluntary, faith groups and organizations	<p>With the Social Value Act, there are opportunities to build Dementia Friendly actions into Croydon contracts</p>
Fire and police	<p>Hampshire police registered as dementia friendly in 2016. The Dementia Action Coordinator will be in touch to find out how Croydon police can become dementia friendly too.</p> <p>Croydon Fire Brigade (CFB) has colleagues who recently worked in Bromley (Dementia friendly fire service) and will bring his learning to</p>

	Croydon. The Interim Borough Commander is very keen for CFB to become an active member of CDAA.
Health and social care	<p>The Dementia Action Coordinator is linking up with the lead Dementia Nurse at Croydon University Hospital. There is some excellent work already underway at the Hospital, it has the first dementia friendly café in a hospital.</p> <p>Work is already underway with the CCG and social care teams in the Council to look at ways of becoming more dementia friendly. e.g. Some Adult Social Workers have already become Dementia Friends.</p> <p>Work with commissioning teams to look at provision for nursing and dementia care homes.</p> <p>Work closely with 'One Croydon' Alliance (Croydon Council, Age UK, SLaM, Croydon CCG [Outcomes based commissioning over 65]) to help ensure that a dementia friendly approach is embedded in their long-term plan.</p>
Housing and planning	Working with planning teams to consider dementia friendly principles in development and regeneration projects. There will be a good opportunity to discuss this in relation to the Westfields Shopping Centre development.
Transport	Working with TFL and local bus companies to ensure people still feel able to use public transport. Other projects include dementia friendly taxi companies

3 CONSULTATION UNDERTAKEN OR PROPOSED

The consultation about Dementia Friendly Croydon is ongoing and will initially focus on the launch in May 2018 for external organisations.

This update will be discussed at the December Health and Wellbeing Board allowing the board to input into the shape of the action plan.

A more detailed report with accompanying presentation will go to Executive Leadership Team in January 2018 to get guidance and support in engaging wider council departments and colleagues.

It is hoped this work will then go to the new Local Strategic Partnership Board in January as well.

4 TIMETABLE

Key timescales include:

May 2018 – Launch of Dementia Friendly Croydon and Croydon Dementia Action Alliance

May 2019 - Submit to be formally registered as part of the national Dementia Friendly Community programme

5 HUMAN RIGHTS, EQUALITIES AND COMMUNITY COHESION IMPLICATIONS

Actions to develop the CDAA has positive impacts for the protected characteristics of disability and age. The Dementia Friendly Communities project encourages participation by all diverse groups with dementia and its priorities are based on the needs of those communities. This will include a particular focus on engaging BME community organisations and links with current project work with BME Forum in Croydon.

6 ACKNOWLEDGEMENTS

In order to develop this work, Croydon has linked with other London Boroughs where their dementia work is more developed, in particular with Merton Public Health Team and Merton Dementia Action Alliance who have given their help and guidance.

The CDAA was started by Hakeem Anjorin from Right At Home and he has played a substantial role in getting things off the ground.

CONTACT OFFICER: Rachel Carse, Category Manager, Commissioning and Improvement

APPENDICES: Appendix 1 Presentation
Appendix 2 Timetable of works

BACKGROUND DOCUMENT: None



Making a Dementia Friendly Croydon

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by Rachel Carse, Dementia Action Alliance & Social Inclusion Coordinator

November 2017

Why take action on dementia?

OUR
FOCUS

Alzheimer's
Society

Leading the
fight against
dementia

Dementia UK

Second
edition

Overview

- £26.3 billion per year
(£11.6 billion unpaid care)
- Two thirds of people with
dementia live in the
community

Why take action on dementia?

OUR
FOCUS

40%
felt lonely recently.



34%
do not feel part of
their community.



- An estimated **22 million** people in the UK have a family member or friend who has dementia (YouGov, 2011)

- The number of people living with dementia in the over 65 population is approx. 3,290
- Of those, only 2,197 have been formally diagnosed, approx. 67% of the total with dementia.
- There is a national priority to increase diagnoses rates. In the same period, diagnosis rates across England were 67.9% and 71.1% for London.



Creating a Dementia Friendly London

What other LDAAs have done

- **Hackney DAA**

 - Dementia-friendly GP project

- **Waltham Forest DAA**

 - Dementia-friendly housing conference

 - New project targetting faith groups for membership

- **Southwark DAA**

 - Raising awareness in local shopping places

 - Arts activities for people with dementia workshop to educate care homes and local arts venues

- **Lincoln, Hackney, Haringey & Southwark DAAs**

 - Dementia-friendly cinema screenings providing regular activity for people living with dementia and carers

So how does Croydon become a dementia-friendly borough?

Answer

By embedding dementia-friendliness into the fabric of the borough using all avenues available including businesses, the voluntary sector, Croydon University Hospital, Croydon Clinical Commissioning Group and the Council

How to take action on dementia?

A purple arrow-shaped graphic pointing to the right, containing the text 'OUR FOCUS' in white. The bottom-left corner of the arrow is decorated with a colorful geometric pattern of overlapping triangles in shades of blue, green, and pink.

OUR
FOCUS

Think

- People – raise awareness of dementia
 - Host dementia friends awareness sessions – there are an increasing number of Dementia Friends Champions who can deliver an awareness session in Croydon, just ask
 - Increase people from BME community accessing services (working with BME Community Forum on social isolation)
 - Refer people living with dementia to Croydon Memory Service at Heavers Resource Centre
 - Croydon Fire Brigade sharing learning from colleagues in Bromley (already dementia friendly) and become CDAA member
 - Police and Ambulance – link with both services to encourage them to join CDAA

How to take action on dementia?

A purple arrow-shaped graphic pointing to the right, containing the text 'OUR FOCUS' in white. The bottom-left corner of the arrow is decorated with a colorful geometric pattern of overlapping triangles in shades of blue, green, and pink.

OUR
FOCUS

Think

- Place – make Croydon accessible
 - Dementia friendly shops and high street - share dementia friendly environment checklist with businesses and shops in Croydon.
 - Work with Purley BID to identify how they went about changing their high street
 - Link with Croydon BID [meeting set up for December]
 - Use ground up intelligence from councillors about the business and community networks in their wards
 - People living with dementia / carers – workshops, “what do you want from your high street”
 - Work closely with ‘One Croydon’ Alliance (Croydon Council, Age UK, SLaM, Croydon CCG [Outcomes based commissioning over 65])

- Process – how do services interact with people living with dementia?
 - Rubbish, recycling
 - Parking
 - Adult education
 - Planning
 - Paying bills/missing payments/arrears
 - Trading Standards
 - Social Care
 - Environmental health
 - Benefits and council tax exemption
 - Social care
 - Parks and gardens

Phase 1 – Oct 17 – Mar 18

Stakeholder engagement – businesses, council, councillors, people with dementia, carers

Workshops to establish local priorities and actions for each area of community

Key themes identified for phase 2 (e.g. dementia friendly high street and medical services) phase 3 (e.g. transport, parks and arts)

Phase 2 – April 18 – Sept 18

May – Launch of Dementia Friendly Croydon and re-launch of Croydon Dementia Action Alliance

Phase 3 – Sept 18 – Sept 19

Submission to be formally registered as part of the national Dementia Friendly Community programme

Any questions or suggestions?

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ANNEXE 1

Phase 1	Activity	Who	Owner	Due Date
Oct 2017 - Mar 2018				
Oct	Sustainability	Dementia Friends Champion training - two Croydon Council Colleagues	Dementia & Social Inclusion Coordinator (D&SIC)	Oct
	Stakeholder engagement	Meetings with: Capita Alzheimer's Society - London Croydon CCG Croydon Adult Social Services User Partnership Merton Public Health & Merton Dementia Action Alliance Croydon Council Carers staff network	D&SIC	Oct
Nov	Dementia friends awareness sessions	Adult social workers Conservative group	D&SIC	Nov
	Stakeholder engagement	Meetings with: Alzheimer's Society - Croydon One Croydon Alliance (comprising Croydon Council [as provider and council], CCG, SLAM, Age UK) outcomes based commissioning for over 65 population) Merton Public Health & Merton Dementia Action Alliance Croydon BME Forum Croydon Business Community	D&SIC	Nov
	Dementia Action Alliance	Monthly meeting Signing up businesses and organisations	CDAA and D&SIC	Ongoing
Dec	Stakeholder engagement	Health & Scrutiny Committee Health & Wellbeing Board	D&SIC	

		Learning Disability Carers Partnership		
	Dementia Action Alliance	Monthly meeting	CDAA	
	Mapping work:	Identifying where Dementia Friends are in Croydon - both council and other organisations Dementia services across the borough	D&SIC	Jan
2018				
Jan	Dementia friends awareness sessions	Croydon Council staff and anyone else who'd like to attend Labour group	D&SIC	
	Dementia Friends Champion Training	Requested training to be hosted at Croydon Council open to anyone who'd like to become a champion and deliver awareness sessions.	Awaiting confirmation from Alzheimer's Society	
	Stakeholder engagement	Croydon Council Executive Leadership Team Carers Partnership Group meeting	D&SIC	
	Dementia Action Alliance	Monthly meeting Signing up businesses and organisations	CDAA and D&SIC	Ongoing
	Mapping	Identifying where Dementia Friends are in Croydon - both council and other organisations Dementia services across the borough	D&SIC	Jan
Feb	Stakeholder engagement	Learning Disability Partnership Provider Forum	D&SIC	
	Dementia friends awareness sessions	Croydon Council staff and others	D&SIC	
	Dementia champions support session	All Dementia Champions in the London area - hosted by Croydon Council	Alzheimer's Society	
	Dementia Action Alliance	Monthly meeting	CDAA	

Mar	Stakeholder engagement	Consultation workshop event with Croydon Adult Social Services User Partnership covering dementia and social inclusion	D&SIC	
	Dementia Action Alliance	Monthly meeting Signing up businesses and organisations	CDAA and D&SIC	Ongoing
Phase 2 Apr 2018 - Sept 2018				
April	Dementia friends awareness sessions	3rd Annual Croydon Council Network celebration - sessions running alongside main conference	D&SIC	
May	Stakeholder engagement	National Dementia Week 15 - 21 May	All	
June				
July				
Aug				
Phase 3 Oct 2018 - Sept 2019				
	To be agreed once workshops with stakeholders have agreed work plan			

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