

WELWYN HATFIELD BOROUGH COUNCIL
SOCIAL OVERVIEW COMMITTEE 11TH JANUARY 2017
REPORT OF THE EXECUTIVE DIRECTOR (PUBLIC PROTECTION, PLANNING AND GOVERNANCE)

DEMENTIA ACTION ALLIANCE UPDATE

1 Executive Summary

- 1.1 This report sets out an update to members on the work carried out to achieve our aspiration of building a Dementia Friendly Community.

2 Recommendation(s)

- 2.1 That members note the contents of this report and support the continuation of this initiative.

3 Explanation

- 3.1 The term dementia describes a set of symptoms that may include memory loss and difficulties with thinking, problem-solving or language. Dementia is caused when the brain is damaged by diseases, such as Alzheimer's disease or a series of strokes. Dementia is progressive, which means the symptoms will gradually get worse. Dementia is however an umbrella term, describing the symptoms that occur when the brain is affected by certain diseases or conditions.
- 3.2 Within our community there are many people affected by dementia and the council in response to its equality duties has a responsibility to ensure reasonable adaptations are made to the delivery of its services to make sure people with dementia are not treated unfavourably.
- 3.3 However it is recognised that our policies, procedures and approaches need to do more than just cover those with dementia. As an employer it is incumbent on the council to make sure we are able to support those employees who may be caring for a loved one who has dementia. We also need to make sure we are able to assist any employees showing the early signs of dementia to remain in active employment for as long as possible.
- 3.4 A dementia friendly organisation is one where positive steps have been taken recognise and respond to circumstances created by those affected by dementia and their careers
- 3.5 One of the priorities listed in our Health and Wellbeing Strategy seeks to improve the mental and emotional health of our residents, including our commitment to become a dementia friendly organisation. This will in turn help create a dementia friendly alliance with like minded organisations within the borough, with the ultimate long-term aim of Welwyn Hatfield becoming a dementia friendly Borough.

- 3.6 The action plan to deliver the dementia aspect of this priority was agreed at the Social Overview Committee in March 2014.
- 3.7 The formation of Dementia Action Alliance was one of the agreed actions and the current progress in respect of this action is detailed in this report.
- 3.8 The Welwyn Hatfield Dementia Action Alliance (WHDAA) held its first meeting on the 17th November 2015. The WHDAA is chaired by Councillor Fiona Thomson and the current members are: Age UK Hertfordshire, Alzheimer's Society, East North Herts CCG, Finesse Leisure, Friends of Welwyn Care Homes, Hertfordshire County Council, Herts Fire Rescue, Herts Police, Isabel Hospice, Sanctuary Care, WHBC (and WHCHT). Recently two of our GP surgeries have also joined the WHDAA.
- 3.8 The WHDAA principle aims are as follows:
- Increase awareness of dementia across the Borough by recruiting a wide range of organisations and promoting:
 - The roll out of Dementia Friends awareness sessions of all customer facing staff, members or volunteers.
 - Adoption of other dementia friendly measures as outlined in the relevant sector guidance available from the National DAA and the good practice examples of other Local DAA members actions posted on the DAA web site.
 - Elicit the views of people affected by dementia as to what areas or sectors it should focus its efforts on.
 - Establish a regular cycle of quarterly meetings for its membership, chaired by a committed and active person.
 - Develop a publicity plan to promote through the local media the work of the Alliance, its members and awareness raising and good practice generally.
 - To meet the needs for those living with a dementia plus their carers with the Welwyn Hatfield Borough
- 3.9 Meetings have been held regularly and to date 9 organisations have adopted their action plans and submitted them to the WHDDA website.
- 3.9 The Alliance has also attended several events across the borough including both the Hatfield and Welwyn Garden Healthfests. The WHDAA was formally launched at the Welwyn Garden City Healthfest in May 2016
- 3.10 We have also produced banners, leaflets and flyers which have been used by organisations to promote the alliance.
- 3.11 Work is continuing to encourage other organisations to join the WHDAA and in particular local businesses across the borough.

Implications

4 Legal Implication(s)

- 4.1 The Council have a duty under The Equality Act 2010 to consider all individuals when carrying out their day-to-day work, this may be in shaping policy, delivering services as well as in relation to our own employees.

This duty also requires us to have due regard to the need to:

- eliminate discrimination
- advance equality of opportunity
- foster good relations between different people when carrying out their activities.

4.2 Failure to deliver this work stream may result in legal challenge.

5 Financial Implication(s)

5.1 The costs towards of the development of the Welwyn Hatfield Dementia Action Alliance is funded by Hertfordshire County Council, Public Health Partnership fund. The project is included in the District Offer Phase 2 Plan and funds have already been received. There will also be a small amount of officer time required to attend Alliance meetings and ensure the website is updated. This can be accommodated within existing staffing resources.

6 Risk Management Implications

6.1 The risks related to this proposal are the failure to deliver the project which will result in the return of funds to Hertfordshire County Council. However, the District Offer fund is not a sustainable source of income and as such there is a risk that we will be unable to support the WHDAA in future years.

7 Security & Terrorism Implication(s)

7.1 None directly arising from this report.

8 Procurement Implication(s)

The formation of Dementia Action Alliance is carried out in partnership with other like-minded organisations. However at a later date it might be necessary to set up contracts so that we can provide additional dementia services for our residents. Hertfordshire County Council already commission a number of organisations who deliver dementia services and if appropriate we can add our requirements to the existing County Council contracts.

Climate Change Implication(s)

8.1 There are none directly linked to the matters listed in this report.

9 Link to Corporate Priorities

9.1 The subject of this report is linked to the Council's Corporate Priority 'Maintain a safe and healthy environment' as well as "engage with our communities and provide value for money" .

10 Equality and Diversity

10.1 As stated above the Council has a duty to under The Equality Act 2010 to consider all individuals when carrying out their day-to-day work, this may be in shaping policy, delivering services as well as in relation to our own employees.

Name of author Chris Beach
Title Environmental Health Technical Officer
Date December 2016