

Committee:	Date:
Community and Children's Services Grand Committee Health and Wellbeing Board	14 November 2014 28 November 2014
Subject: City of London Dementia Strategy Update	Public
Report of: Director of Community and Children's Services	For Information

Summary

In October 2013, the City of London Community and Children's Services Grand Committee and the Health and Wellbeing Board agreed to the signing-off of a CoL Dementia Strategy and Action Plan.

The Dementia Strategy responded locally to the Prime Minister's 'Dementia Challenge' by establishing a City-specific approach to caring for our residents whilst tapping into the rich diversity of our community.

Synthetic estimates predict that within the City there are up to 67¹ people living with the symptoms of dementia, some of whom have been diagnosed, but a large proportion of whom have had no formal diagnosis. Whilst this may be a relatively small number, for those with the disease the support that they receive is vital to their quality of life and their wellbeing and we are therefore committed to providing the best possible services to this particularly vulnerable group.

The aim of the strategy is to:

Provide a responsive, high quality, personalised dementia service meeting the needs of residents of the City of London.

To achieve this, the strategy sets out 10 objectives:

- Improve public and professional awareness of dementia and reduce stigma
- Improve early diagnosis and treatment of dementia
- Increase access to a range of flexible day, home based and residential respite options
- Develop services that support people to maximise their independence
- Improve the skills and competencies of the workforce
- Improved access to support and advice following diagnosis for people with dementia and their carers

¹ **Prevalence Source:** *Dementia UK*, a report into the prevalence and cost of dementia prepared by the Personal Social Services Research Unit (PSSRU) at the London School of Economics and the Institute of Psychiatry at King's College London, for the Alzheimer's Society, 2007, and Census 2011.

- Reduce avoidable hospital and care home admissions and decrease hospital length of stay
- Improve the quality of dementia care in care homes and hospitals
- Improve end of life care for people with dementia
- Ensure that services meet the needs of people from vulnerable groups

The strategy commits the City of London Corporation to creating a 'Dementia Friendly City', where residents and local retail outlets and services will develop a keen understanding and awareness of the disease and offer support in a respectful and meaningful way. This builds on the longstanding tradition within the City of caring for residents and delivering individualised packages of care and support. Skills for Care (the employer-led workforce development body for adult social care in England) have been working in partnership with the City using this model and other good practice examples in order to develop a safe environment for those with dementia.

An operational group chaired by the Service Manager for Adult Social Care, comprising officers from the City of London Corporation, the Clinical Commissioning Group, the Neaman GP practice, Healthwatch and a representative of the Adult Advisory Group (CoL Adult Social Care service user group) are responsible for monitoring the implementation of the strategy.

To date, a significant amount of work has been carried out to raise the profile of the City as a dementia friendly community. Furthermore, Adult Social Care are working with seven new cases of people diagnosed with dementia as a result of activities carried out through the strategy, and the police have also seen an increase in the signing-up of vulnerable older people to their Operation Pegasus scheme, which monitors older people who may need emergency assistance.

Much of this work has been driven by training and awareness-raising delivered by the CoL Dementia Friendly Champion, Yvonne Weinberg.

Recommendation

For members to note the progress made in respect of the Dementia Strategy.

Main Report

Background

1. In 2010, the Prime Minister issued a 'Dementia Challenge', establishing a national commitment to developing services and responding to the needs of people with dementia and their carers.
2. The City of London Corporation developed a City-specific Dementia Strategy which was signed off by the Community and Children's Services Committee and the Health and Wellbeing Board in October 2014.
3. Synthetic estimates based on *Dementia UK*, a report into the prevalence and cost of dementia prepared by the Personal Social Services Research Unit (PSSRU) at the London School of Economics and the Institute of Psychiatry at King's College London, for the Alzheimer's Society, 2007, and Census 2011 show that, based on the national prevalence, there should be approximately 65–70 people living in the City who have dementia. Currently, the GP practices covering our residents know of 24 people with dementia.
4. The CoL-specific strategy emphasises our approach of early diagnosis in order to offer support at an early stage so that we can support people to maintain their independence and control over decisions which will affect them. It is underpinned by 10 strategic objectives which form the basis of our Action Plan:
 - Improve public and professional awareness of dementia and reduce stigma
 - Improve early diagnosis and treatment of dementia
 - Increase access to a range of flexible day, home based and residential respite options
 - Develop services that support people to maximise their independence
 - Improve the skills and competencies of the workforce
 - Improved access to support and advice following diagnosis for people with dementia and their carers
 - Reduce avoidable hospital and care home admissions and decrease hospital length of stay
 - Improve the quality of dementia care in care homes and hospitals
 - Improve end of life care for people with dementia
 - Ensure that services meet the needs of people from vulnerable groups
5. The implementation of the strategy has been overseen by the Adult Social Care Service Manager, chairing the Implementation Group. This is made up of a number of partners from health, the voluntary sector and service users.

6. The implementation of the strategy has also been driven through the partnership with Skills for Care, who identified the City of London as the only pilot site in London in becoming a dementia friendly community.
7. A key element of the implementation plan is the awareness-raising and training of staff and organisations in respect of dementia awareness. This training is delivered by the City of London Dementia Friendly Champion, Yvonne Weinberg, who is a member of the Adult Social Care Service.

Current Position

8. Since October 2013, a significant amount of training and awareness-raising activity has been undertaken to support the City of London's commitment to being a dementia friendly area.
9. This has included the following:
 - In July 2013 a Dementia Friendly Champion was nominated from the Adult Social Care team, Yvonne Weinberg.
 - In August 2013 the Dementia Friendly Champion trained alongside Skills for Care and the Alzheimer's Society as a Dementia Friend.
 - Roll out of Dementia Friends and awareness raising campaign commenced. Over 300 Dementia Friends have been created as a result of receiving awareness-raising sessions.
 - Skills for Care grant approved following successful bid for the City to be a pilot site for Dementia Friendly Communities initiative.
 - City of London Strategy and Action Plan 2013–15 approved at Health and Wellbeing Board and DCCS Committee in autumn of 2013.
 - Four Dementia Implementation Groups have been held.
 - Members' briefings and updates on dementia work undertaken, held with Health and Wellbeing Board (10 Members) and Grand Committee (8 Members).
 - Two Insight Luncheons for CoL staff (48 staff).
 - Two sessions with Housing staff (31 front line staff).
 - Neaman GP Practice (7 reception staff).
 - Toynbee City Advice Workers (5 staff).
 - Waitrose (6 customer-facing staff).

- CoL Police (Wood Street and Bishopsgate teams – approximately 100 operational officers).
 - Neaman Practice Patient Participation Group (17 patients).
 - Tudor Rose Court (6 residents).
 - Smile Dental Practice (5 dentists).
 - Fusion Leisure Centre (20 staff).
 - London Fire Brigade (Dowgate station, 15 officers).
 - Ryman’s stationers (City branch, 3 staff).
 - Healthwatch (10 staff).
 - Barbican and Shoe Lane Libraries (17 staff).
 - CoL Memory Club commissioned in autumn 2013 and launched in January 2014, provided by Age UK Camden. The commissioning process also included the full engagement of service users/members of the Adult Advisory Group. It runs weekly and feedback is excellent with 8–10 core group members engaged in planned activities and outings.
 - Monthly meetings held at the Neaman Practice with Adult Social Care, Dementia Friendly Champion, Alzheimer’s Society Dementia Advisor and GPs, to discuss patients and linking with mental health services.
 - All community groups have been engaged: Carers Group, 60 + group and our befriender and shopping service, so much so that they received additional funding for specialist training for dementia befrienders.
 - Dementia Awareness Week: activities and stall at Artizan Street Library in partnership with Heathwatch, held on 20 May 2014, attracted 40 people and 15 people attended an information session at Barbican Library.
 - City Carers Group.
10. Adult Social Care have set up regular meetings with the Mental Health Care for Older People’s team within the East London Foundation Trust, and are successfully working with service users in their own homes in a multi-disciplinary way to offer care and support, including the increased use of telecare, thereby enabling people to live longer in their own homes.
11. Consultation has progressed as part of the work of the Department of the Built Environment to introduce the Legible London signage system. A presentation of this system was given to the Health and Wellbeing Board. The

improvement in accessibility and inclusivity for people affected by dementia, as well as anyone walking in the City, will be greatly enhanced by this development. An initial meeting was held in June with the Head of Strategy and Performance, Fusion Leisure Centre managers and the Department of the Built Environment. Fusion would be willing to part fund better signage around the Golden Lane Estate area, which in turn would assist more vulnerable groups, including those with memory problems, to successfully navigate their way around. It was hoped that a pilot in the north of the City could be a possibility. Surveyors stated that they will be undertaking a feasibility study into the possible transfer over to Legible London. This is anticipated to take 6–10 months.

12. Adult Social Care is working with seven new cases of people diagnosed with dementia as a result of activities carried out through the strategy.
13. The police have also seen an increase in the signing-up of vulnerable older people to their Operation Pegasus scheme, which monitors older people who may need emergency assistance.
14. As part of the on-going awareness-raising activities, the Dementia Friendly Champion, Yvonne Weinberg, led a session for Members of the Chief Officers Group on 24 October 2014.

Corporate & Strategic Implications

15. The Dementia Strategy has a direct link to the City of London Corporation's Corporate Plan 2013–2017 under the priority:

KPP4: Maximising the opportunities and benefits afforded by our role in supporting London's communities.

16. The core values of the Corporation have a perfect fit with the Dementia Strategy:
 - The best of the old with the best of the newSecuring ambitious and innovative outcomes, that make a difference to our communities whilst respecting and celebrating the City's traditions and uniqueness, and maintaining high ethical standards.
17. Within the Action Plan, we want to build on the talents and resources that exist locally which are unique to the City, including its historical, artistic and musical traditions. These unique resources are part of the fabric of the local area and will engender familiarity with the residents being supported through the Dementia Strategy.
 - The right services at the right place

Providing services in an efficient and sustainable manner that meet the needs of our varied communities, as established through dialogue and consultation.

18. By creating a dementia friendly community, we have harnessed the spirit of our community to support this particularly vulnerable client group. Local services are aware of issues related to dementia and are able to signpost our residents appropriately to help and support locally.

- Working in partnership

Building strong and effective working relationships – both by acting in a joined-up and cohesive manner, and by developing external partnerships across the public, private and voluntary sectors – to achieve our shared objectives.

Conclusion

19. The Dementia Strategy establishes a clear commitment by the City of London Corporation to support and meet the needs of the most vulnerable members of the community. The implementation of the Dementia Strategy, supported by the work with Skills for Care and a range of partners, has demonstrated the City's commitment to becoming a dementia friendly community. This will continue through the work of the partnership and the implementation group, with regular updates presented to the Health and Wellbeing Board.

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