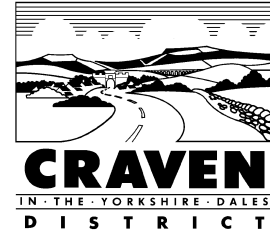


Policy Committee – 7th March 2017

Skipton and South Craven Dementia Action Alliance



Report of the Chief Executive

Lead Member: Councillor Brockbank

Ward(s) affected: All

1. **Purpose of Report** – To seek approval from Members to join the Skipton and South Craven Dementia Action Alliance as part of commitment to becoming a Dementia Friendly Authority
2. **Recommendations** – Members are recommended to:
 - 2.1 Note work undertaken so far to develop Skipton and South Craven Alliance.
 - 2.2 Approve Action Plan detailed in Appendix A which Craven District Council will submit in order to be a member of Skipton and South Craven Dementia Action Alliance and sign up to the National Dementia Action Alliance.
 - 2.3 Appoint Councillor Linda Brockbank as Member Champion for Dementia as part of Resilient Communities Lead Member Role and Sharon Hudson as Lead Officer as detailed in the Dementia Action Alliance Action Plan.
 - 2.4 Support Craven becoming a Dementia Friendly District.
3. **Report**
 - 3.1 **Background**
 - 3.1.1 A Local Dementia Action Alliance (DAA) brings together regional and local organisations and businesses to improve the lives of people with dementia in their area. They are seen as the local vehicle to develop dementia friendly communities. A Dementia Action Alliance captures and promotes best practice.
 - 3.1.2 A Local Alliance can be established at any level, be it a village, city, county or even a region. They can overlap geographically and member organisations are encouraged to participate in more than one. There are currently 299 local alliances across the UK and this number is growing all the time.

3.1.3 To become a Member of a local DAA organisations must commit to a short action plan which is then published on the national DAA website.

3.1.4 As part of a report taken to Policy Committee on 1st November 2016 on the Council's Health and Well Being response, Members approved an Action Plan which included CDC undertaking work to progress Craven becoming a dementia friendly authority as one of the actions. Min - POL:790

3.2 Profile of Dementia in Craven

3.2.1 It is estimated that by 2020, there will be one million people living with the condition in the UK, including over 40,000 people with early-onset dementia (onset before the age of 65 years).

3.2.2 It is estimated that there are 1045 people living with dementia in Craven District (Alzheimer's Society 2013) which is 2% of the local population.

3.2.3 The dementia diagnosis rate for Airedale, Wharfedale and Craven CCG is **75.2%**, above the national average, but meaning that it is expected there are still 662 people living in the CCG area with an undiagnosed dementia.

3.3 Work in Craven so far

3.3.1 In Craven, Age UK North Craven has launched a Dementia Action Alliance in Settle. In Skipton a steering group has been set up to develop and launch an alliance for the Skipton and South Craven area. The steering group has brought together a number of key stakeholder including North Yorkshire County Council and Skipton Town Council and is chaired by Antony Radley, Practice Manager of Dyneley House Surgery. Sharon Hudson, Communication and Partnerships Manager has attended the Steering Group to represent CDC in order to give a Council overview and then link back to front line services.

3.3.2 A public meeting to publicise becoming a member of the Skipton and South Craven DAA was held at Belle Vue Square, on 8th February and opened by Council Chairman, Cllr Moorby. The meeting was targeted at local businesses and organisations and was very well attended including representatives from Skipton Building Society.

3.3.3 The Steering Group is hoping to formally launch the Skipton and South Craven Dementia Action alliance during National Dementia Awareness Week 15th-21st May 2017.

3.3.4 As part of our commitment to becoming a Dementia Friendly Authority a number of actions have already been taken:

- Dementia Friends training has already been delivered to Customer Service Staff, other Officer at Belle Vue Square and Town Hall Staff

- The rebranding exercise of Skipton Town Hall took into account Dementia Friendly guidelines to make the brand as clean, clear and non confusing as possible.

3.4 Proposed Dementia Action Plan

3.4.1 In order to be a formal member of the Skipton and South Craven Dementia Action Alliance the Council needs to sign up to the [National Dementia Declaration](#) and submit a short action plan setting out how the Council is delivering the outcomes described in the Declaration. This plan is then published on the DAA website.

3.4.2 The proposed Action Plan is detailed in Appendix A.

4. Implications

4.1 **Financial Implications** – No direct financial expenditure costs, but officer time would be used in terms of supporting and promoting the Dementia Action Alliance. Supporting the development of the DAA had already been agreed as part of work objectives for the year 2016-17 given it is one of the Council priorities in addressing health and wellbeing inequalities. This approach makes good business sense and increases the opportunity for all customers to access the council offices and services.

4.2 **Legal Implications** – There are no legal implications arising out of this report.

4.3 **Contribution to Corporate Priorities** – Becoming part of the Skipton and South Craven Dementia Action Alliance contributes to the Corporate Priority Resilient Communities, enabling active communities and improving quality of life and addressing health and wellbeing inequalities.

4.4 **Risk Management** Contributing to development of Dementia Action Alliances is part of identified action in the Health and Well Being Action Plan agreed by Members so we would be at risk of not delivering the Health and Well Being Action Plan. Also risk of loss of reputation in not being involved in the project as other major local stakeholders are all involved. Craven District Council is the key placed based organisation and there is an expectation that the council should show leadership in this area. To ignore this growing problem poses a genuine reputational risk as well as a business risk in terms of accessibility.

4.5 Equality Impact Assessment -

The Council's Equality Impact Assessment Procedure **has been** followed. An Equality Impact Assessment **has been** completed on the proposals as completion of the **Stage 1 - Initial Screening** of the Procedure identified that the proposed policy, strategy, procedure or function **does not have** the potential to cause negative impact or discriminate against different groups in the community based on •age • disability •gender • race/ethnicity • religion or religious belief (faith) •sexual orientation, or • rural isolation.

No – the impact of the policy is to raise awareness about ~Dementia and ensure Council services take the needs of people with dementia into account which contributes to one the Equality Objectives set in 2016 - Advance equality of opportunity and make sure our services are accessible to all.

5. **Consultations with Others** – Dementia Action Alliance, Alzheimers Society.
6. **Access to Information : Background Documents**
7. **Author of the Report** – Sharon Hudson, Communications and Partnerships Manager, shudson@cravenc.gov.uk , Tel No: 01756 706246

Note : Members are invited to contact the author in advance of the meeting with any detailed queries or questions.

8. **Appendices** –
Appendix A – Craven District Council Dementia Action Plan