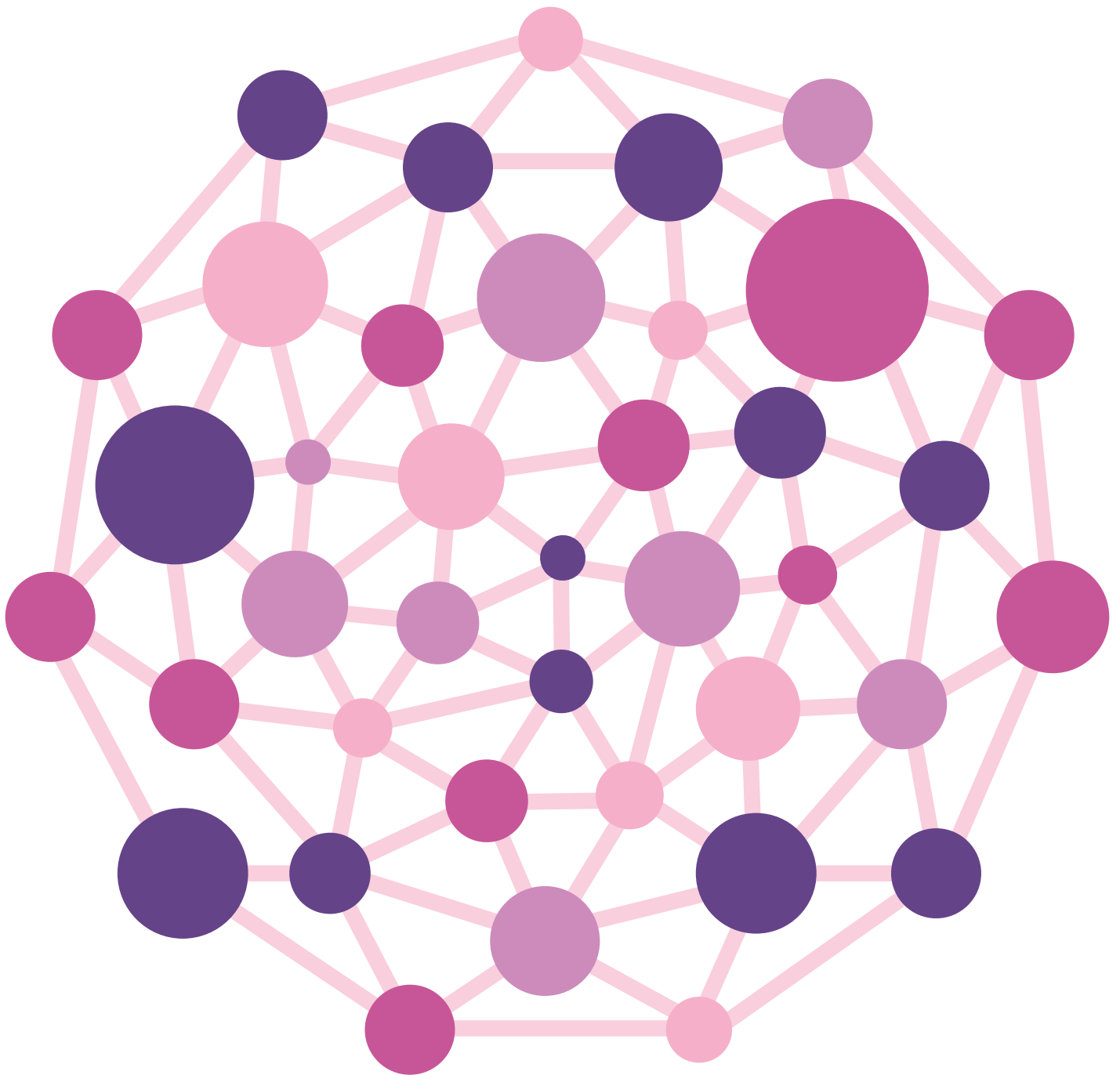


# DELIVERING THE DEMENTIA DECLARATION

DEMENTIA ACTION ALLIANCE  
ANNUAL REPORT 2013/14



# PETER DUNLOP

## FOREWORD

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### **I feel privileged to be asked to write this foreword for the Dementia Action Alliance annual report.**

There has been a significant expansion of the Alliance over the past year, bringing together people and organisations from many different backgrounds, contributing fresh ideas that will help people with dementia now and also spark innovation for the future.

Projects and ideas are shared in an open forum, varying from small clever ideas, of the 'why didn't I think of that?' type, to weighty lectures, delivered with clarity (although sometimes over the heads of some of us with Alzheimer's!) I was fortunate that I received an early diagnosis of my Alzheimer's disease. Not everyone is so 'lucky'. However, an increasing number of GPs are recognising the importance of making the diagnosis of dementia at all stages of the disease, and are also becoming more actively involved with the management of their patients, of whom they have close knowledge. This should result in fewer hospital admissions, and where necessary, appropriate support or referral to a more appropriate dementia friendly unit.

The primary role for caring often falls upon relatives, but an increasing range of health care professionals are becoming involved, as well as local 'buddies'. These support workers are often called on in a crisis, and are another group whose input has been underestimated in the past and needs to be recognised more widely. Regular dementia cafes of all sorts provide a regular respite to relax with friends, to discuss problems and to exchange tips on how to help avoid problems, or on using the latest gadget.

Much work is now being done to encourage dementia friendly communities, both in educating anyone who interacts with the public (for example, bus conductors and shop assistants), but also in making buildings more user friendly with different colours used to highlight different areas.

I feel that this year has been a bumper year for the Alliance, with more and new varied ideas coming from across all areas, and this boost has created a buzz across the country.

On behalf of all people with dementia, I would like to say a big thank you to all those who are helping improve our quality of life.

#### **Peter Dunlop**

Person living with dementia; retired hospital consultant; Ambassador, Alzheimer's Society

# PETER WATSON

## FOREWORD

**One of the Foreword authors in 2011, Peter Ashley, describes people with dementia and their carers as being two sides of the same coin – you can't separate them. They are both intimately affected by dementia – in different ways, but equally. My wife showed symptoms of her vascular dementia in her mid-50s. She's now 67 and I've travelled that whole dementia journey with her.**

From even the very early days of her illness she suffered at the hands of others – impatience and suspicion from shopkeepers, lack of understanding (particularly of young onset dementia) from clinicians, a bit of exploitation from tele-marketeers. Worse though was the steady erosion of social contact as many friends and acquaintances drifted away, mostly I think through embarrassment and lack of understanding. Her situation is far from unique.

Carers are affected too. We take on the pain and hurt of our loved-one, take over the tasks they can no longer manage, protect them from difficulty and danger. On the surface we often look well enough, but inside we're crumbling, grieving, suffering despair and guilt at the loss of the person we love. Our life shrinks to fit the needs of our loved one. Just like the person with dementia, we need the wider community to understand, to open their arms and help us through difficult times.

This is where the Dementia Action Alliance comes in. Through its encouragement, hundreds of organisations, both national and local, have now pledged to develop or improve services for the whole dementia community and particularly for people living with dementia and their carers. By keeping us at the heart of things, by treating us with care and consideration, our lives will improve beyond measure. It's a wonderful initiative. Not wishing to sound too cynical though, words are cheap – members' action plans must be implemented, otherwise membership is simply a PR exercise. My job on the new Dementia Action Alliance Board is to represent family carers, and in that role I'll keep my eye on progress.

### **Peter Watson**

Carer; Chairman, Younger People with Dementia (Berkshire West); Member of Uniting Carers

# CONTENTS

● Peter Dunlop – Foreword	01	● College of Occupational Therapists/ British Association of Occupational Therapists	44
● Peter Watson – Foreword	02	● Country Cousins	45
● Contents	03	● Dementia Adventure CIC	46
● Introduction	05	● Dementia Advocacy Network	47
● Dementia Action Alliance Key Facts	06	● Dementia Pathfinders Community Interest Company	48
● Declaration	08	● Dementia Web Guideposts Trust	49
● Secretariat Report	10	● Department of Health	50
● Comments from the Board	11	● Design Council	57
● National Members' Annual Submissions	19	● English Community Care Association	58
● 360 Forward	20	● Excelcare	59
● Age UK	21	● Eyeway Signs	60
● Age Watch	22	● Find	61
● Agetrust (The Age Related Diseases and Health Trust)	23	● Four Seasons Health Care	62
● All-Party Parliamentary Group on Dementia (APPG)	24	● Guinness Care and Support	63
● Allied Healthcare	25	● Hallmark Care Homes	64
● Alzheimer's Research UK	26	● Health Education England	65
● Alzheimer's Society	27	● HFT	66
● Amore Care	28	● Housing 21	67
● Anchor	29	● Housing and Dementia Research Consortium (HDRC)	68
● Architectonicus	30	● Housing Learning and Improvement Network	69
● Arts 4 Dementia	31	● Innovations in Dementia Community Interest Company	70
● Association for Dementia Studies	32	● International Longevity Centre-UK	71
● Barchester Healthcare	33	● Jackie Pool Associates Ltd	72
● Bradford Dementia Group	34	● Jewish Care	73
● British Association for Counselling and Psychotherapy	35	● Joseph Rowntree Foundation/ Joseph Rowntree Housing Trust	74
● British Psychological Society	36	● Kim Grove – Garden Designer	75
● BSI	37	● Ladder to the moon	76
● Bupa Care Services	38	● Lewy Body Society	77
● Care Quality Commission	39	● Lilly UK	78
● Care UK	40	● Lost Chord	79
● Carers Trust	41	● Mental Health Foundation	80
● Citrus Training Solutions	42		
● Clairmont Limited	43		

● MHA Care Group	81	● Stroke Association	113
● My Life Software	82	● The Alzheimer's Show	114
● Myageingparent.com	83	● The Charity for Civil Servants	115
● MyAmego Healthcare Ltd	84	● The Direct Marketing Association	116
● National Association for Providers of Activities for Older People	85	● The Good Care Group	117
● National Care Forum	86	● The Life Story Network CIC	118
● National Council for Palliative Care & Dying Matters Coalition	87	● The Retreat	119
● National Development Team for Inclusion (NDTi)	88	● Thomas Pocklington Trust	120
● National Housing Federation	89	● Three Minute Trainer	121
● National Institute for Health & Care Excellence	90	● Track Your Ltd	122
● National Skills Academy for Social Care	91	● trueCall Ltd	123
● NHS Confederation	92	● United Kingdom Homecare Association (UKHCA)	124
● NIHR Dementias and Neurodegenerative Diseases Research Network (dendron)	93	● University of Salford	125
● Norfolk and Suffolk Dementia Alliance	94	● Visioncall	126
● Nutricia Advanced Medical Nutrition	95	● Vitalise	127
● Parkinson's UK	96	● Woodland Trust	128
● PayingForCare	97	● Yecco	129
● Pozzoni LLP Architects	98	● YoungDementia UK	130
● Prestige Nursing + Care	99	● Local Dementia Action Alliances	131
● Re:Cognition Health	100	● Joint Work	136
● Rotarians Easing Problems of Dementia	101	● Alliance finances	138
● Royal College of General Practitioners	102	● Numbered list of National Members	141
● Royal College of Nursing	103	● Our Thanks	142
● Royal College of Physicians	104		
● Royal College of Psychiatrists, Faculty of Old Age Psychiatry	105		
● Royal Voluntary Service	106		
● Shared Lives Plus	107		
● Skills for Care	108		
● Skills for Health	109		
● Social Care Institute for Excellence	110		
● Social Care Workforce Research Unit	111		
● Southern Healthcare	112		

# INTRODUCTION

**Dementia is one of the greatest challenges facing our ageing society. The Dementia Action Alliance is a social movement of over 700 organisations working together to meet this challenge and transform the lives of people living with dementia and those who care for them.**

Founded in October 2010, the Alliance thrives on the philosophy of 'I will if you will' – a call to action to society, but also a promise from its members to make the same commitment.

Our members are united behind the National Dementia Declaration for England. Developed by people with dementia, their families and the organisations themselves, the Declaration sets out a radical new vision of how society should respond to this challenge.

Each member has published an action plan setting out how they intend to deliver on the Declaration by 2014. Quarterly updates are provided and members meet regularly to share good practice and promote joint activity. The Alliance is supported by a Secretariat funded by members and its work is guided by a Board who are hosted by Alzheimer's Society.

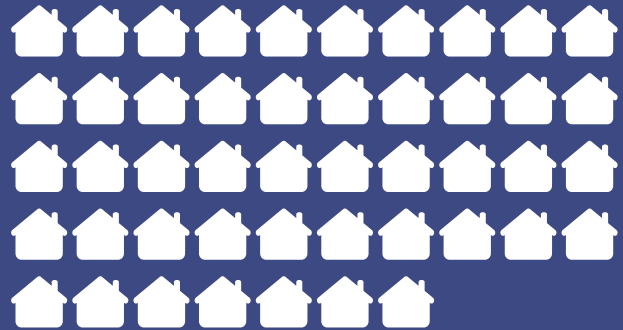
This annual report describes how the Alliance and its members are meeting the challenge of dementia. It reflects on the past 12 months, celebrating some of the many achievements of Alliance members, the rapid growth of its membership, the impact of its joint work – and sets out fresh commitments for the coming year.

# DEMENTIA ACTION ALLIANCE

## KEY FACTS



The Dementia Action Alliance was formed in



There are **47** local alliances

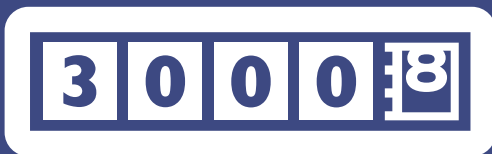


The DAA is made up of over **725** organisations working together spread across the whole of England:

- 79** organisations in the East Midlands
- 27** in the East of England
- 30** in London
- 6** in the North East
- 47** in the North West
- 291** in the South West
- 44** in the West Midlands
- 68** in Yorkshire & Humber
- 141** national organisations



National Dementia Declaration is a common set of **7** outcomes informed by people with dementia and their family carers



The DAA's members are committed to over **3000** actions



**41** original signatories for the National Dementia Declaration



**4** national events per year (with an average of **80** attendees per event)



**141** national members



approx **600** local members

Members include people with dementia; carers; care home providers; policymakers; dementia related charities; pharmaceutical companies; local authorities; acute trusts; royal colleges; and assistive technology companies.



# NATIONAL DEMENTIA DECLARATION

**Working in partnership with the initial signatories, people with dementia and their family carers described seven outcomes they would like to see in their lives. They provide an ambitious and achievable vision of how people with dementia and their families are supported by society. All individuals and organisations, large and small, can play a role in making it a reality.**

## **1. I have personal choice and control or influence over decisions about me**

- I have control over my life and support to do the things that matter to me.
- I have received an early diagnosis which was sensitively communicated.
- I have access to adequate resources (private and public) that enable me to choose where and how I live.
- I can make decisions now about the care I want in my later life.
- I will die free from pain, fear and with dignity, cared for by people who are trained and supported in high quality palliative care.

## **2. I know that services are designed around me and my needs**

- I feel supported and understood by my GP and get a physical checkup regularly without asking for it.
- There are a range of services that support me with any aspect of daily living and enable me to stay at home and in my community, enjoying the best quality of life for as long as possible.
- I am treated with dignity and respect whenever I need support from services.
- I only go into hospital when I need to and when I get there staff understand how I can receive the best treatment so that I can leave as soon as possible.
- Care home staff understand a lot about me and my disability and know what helps me cope and enjoy the best quality of life every day.
- My carer can access respite care if and when they want it, along with other services that can help support them in their role.

## **3. I have support that helps me live my life**

- I can choose what support suits me best, so that I don't feel a burden.
- I can access a wide range of options and opportunities for support that suit me and my needs.
- I know how to get this support and I am confident it will help me.
- I have information and support and I can have fun with a network of others, including people in a similar position to me.
- My carer also has their own support network that suits their own needs.

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#### **4. I have the knowledge and know-how to get what I need**

- It's not a problem getting information and advice, including information about the range of benefits I can access to help me afford and cope with living at home.
- I know where I can get the information I need when I need it, and I can digest and re-digest it in a way that suits me.
- I have enough information and advice to make decisions about managing, now and in the future, as my dementia progresses.
- My carer has access to further information relevant to them, and understands which benefits they are also entitled to.

#### **5. I live in an enabling and supportive environment where I feel valued and understood**

- I had a diagnosis very early on and, if I work, an understanding employer which means I can still work and stay connected to people in my life.
- I am making a contribution which makes me feel valued and valuable.
- My neighbours, friends, family and GP keep in touch and are pleased to see me.
- I am listened to and have my views considered, from the point I was first worried about my memory.
- The importance of helping me to sustain relationships with others is well recognised.
- If I develop behaviour that challenges others, people will take time to understand why I am acting in this way and help me to try to avoid it.
- My carer's role is respected and supported. They also feel valued and valuable, and neither of us feel alone.

#### **6. I have a sense of belonging and of being a valued part of family, community and civic life**

- I feel safe and supported in my home and in my community, which includes shops and pubs, sporting and cultural opportunities.
- Neither I nor my family feel ashamed or discriminated against because I have dementia. People with whom we come into contact are helpful and supportive.
- My carer and I continue to have the opportunity to develop new interests and new social networks.
- It is easy for me to continue to live in my own home and I and my carer will both have the support needed for me to do this.

#### **7. I know there is research going on which delivers a better life for me now and hope for the future**

- I regularly read and hear about new developments in research.
- I am confident that there is an increasing investment in dementia research in the UK.
- I understand the growing evidence about prevention and risk reduction of dementia.

# SECRETARIAT REPORT

## **During the past year, the Dementia Action Alliance (DAA) has grown into a social movement.**

The Alliance now has a total of 141 national members and approximately 600 local members. Up 480% in a year, collectively they have committed to undertake a staggering 3,000 actions to take the fight to dementia.

Since last year football clubs, theatres and curry houses have joined the legion of architects, FTSE 100 companies, Rotarians, local authorities, police forces, fire brigades, charities, care providers and hospitals who are all meeting the challenge of dementia by joining the Alliance and taking action.

Last year saw the initiation, support and delivery of significant programmes of joint work. These included the Right Care, which got 144 acute trusts to commit to becoming dementia friendly, and research into the benefits of timely diagnosis that tackled head on diagnostic nihilism amongst some health professionals. The Alliance also piloted information prescriptions, reached out to housing providers to promote independent living and nurtured the development of 47 local alliances including a pan-London Dementia Action Alliance.

This is just the tip of the iceberg of total Alliance activity, with the membership undertaking a vast array of initiatives from renovating hospital wards to research into the impact of sight loss. Piece by piece we are transforming the lives of people with dementia and those that care for them.

Alliance governance has matured, with a Board created to guide the Secretariat and galvanise action. Its members constitute some of the leading thinkers and doers in the world of dementia, including the National Clinical Director for Dementia and those with direct experience of living with it.

Building on these successes, and in ongoing support of the Prime Minister's Challenge on Dementia, this autumn the Alliance will launch its next major initiative – the Carers Call to Action – a programme to engage and equip Health and Well-Being Boards to provide appropriate and cost effective support for people caring for someone with dementia.

It's been a big year, but it's a big challenge and people with dementia and their carers continue to deserve a much better deal.

The Secretariat would like to thank all our Alliance members.

**Simon Kitchen**  
**Executive Lead**

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# COMMENTS FROM THE BOARD



# COMMENTS FROM THE BOARD

**The Dementia Action Alliance (DAA) continues to go from strength to strength. It has more members and has a greater geographical reach, not just in breadth but also reaching deep into local communities.**

People, including those outside of health and social care, are now collectively transforming lives, as they listen to people with dementia and their carers. The stigma that has long been associated with dementia is diminishing. We cannot be complacent; the momentum must be maintained. The work of the DAA continues to influence government and policy makers. The voice of people with dementia and their carers is central to all that is being done. As one of the Co-Chairs I am so encouraged that the DAA is not just a 'talk shop' – it makes things happen, informing and shaping innovation which really helps people with dementia in real ways. I cannot help reiterate the need for the momentum and energy to be maintained. The National Care Forum and its members actively support, engage and promote the work of the DAA. The DAA is contributing to changes that will become the norm. Long may this continue.

**Sharon Blackburn RGN RMN**  
Policy and Communications Director,  
National Care Forum  
Co-Chair of the Board

**“The work of the DAA continues to influence government and policy makers. The voice of people with dementia and their carers is central to all that is being done.”**

# COMMENTS FROM THE BOARD

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**The Dementia Action Alliance is truly unique in its approach to enhancing dementia care, not only because it brings together a wide range of expertise, research and commitment from the many different organisations and members who make up its core, but also because it is increasingly strengthening its position to actually positively change the lives of people affected by dementia.**

The power of the DAA is beginning to be felt widely and this can only be further strengthened by the motivation and will of regional and local DAA groups to 'join forces' and make tangible changes that are felt by all.

The DAA is made up of a growing body of various organisations; this implies a growing body of people whose passion for taking up the challenge that dementia presents to our communities is in itself becoming an unstoppable rolling stone. However, there is still much to do and I feel highly honoured to be nominated as the clinical representative to the DAA Board.

**Karen Harrison Dening**  
Practice Development Admiral Nurse, Dementia UK  
Clinical Representative to the Board

**“The DAA is made up of a growing body of various organisations; this implies a growing body of people whose passion for taking up the challenge that dementia presents to our communities is in itself becoming an unstoppable rolling stone.”**

# COMMENTS FROM THE BOARD

**From modest beginnings of some 40 national organisations, the Dementia Action Alliance has grown to encompass over 130 national health and social care organisations.**

All are committed to bringing about change through their own activities, reporting back to the Alliance as we fulfil our pledges. As noteworthy are two further developments that have accelerated in the past year. First, an explosion of local members with a growing number of regional or local DAAs that are supporting the development of dementia friendly communities. Second, the success of joint initiatives where Alliance members join together to tackle a common cause, such as reducing the use of antipsychotic drugs or improving hospital care. Alzheimer's Society is proud to be at the heart of the DAA, providing leadership and support every step of the way. Together, we are transforming the lives of people affected by dementia.

**Jeremy Hughes**

Chief Executive, Alzheimer's Society  
Co-Chair of the Board

**“Alzheimer's Society is proud to be at the heart of the DAA, providing leadership and support every step of the way.”**

# COMMENTS FROM THE BOARD

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**We are so fortunate in South Lincolnshire that our local Alliance has strong links with organisations that are actively working with families who are living with dementia, and that we are therefore able to talk directly to those who are affected, find out what the problems are, and look at how we can help solve them.**

I am thrilled that in the 18 months since our local Alliance was formed, the expertise of our members is already making a positive difference in the communities we cover.

**Heather Gilling**

Chairman,  
South Lincolnshire Dementia Action Alliance  
Local representative to the Board

**“I am thrilled that in the 18 months since our local Alliance was formed, the expertise of our members is already making a positive difference in the communities we cover.”**



# COMMENTS FROM THE BOARD

**The strength of the Dementia Action Alliance is that it brings together such a wide range of organisations and people who are fully committed to making the world a better place for those living with dementia.**

The outcomes that we all sign up to as part of the DAA are straightforward and simple. The processes that are involved in achieving these outcomes are far from simple.

Dementia covers a complex range of different syndromes, some very rare, that often happen to people who are also experiencing other health and social changes at the same time. Our health and social care services aim to support people and their families through timely diagnosis, post diagnostic support and adjustment, progressive and unpredictable loss of functioning, adjusting to help at home, changing lifestyle needs, hospitalisations, housing support, care home admission and complex end of life issues. All of this needs to be done with due respect and sensitivity to the person's lifestyle, family context and the context of the community in which they live. The research evidence base for what helps people survive this complex journey is not straightforward. There is a danger that when people feel so desperate they clutch to solutions that have no real efficacy. Likewise, when funding is limited, there is also a danger that we feel we have to have randomised controlled trials even to prove that any common sense intervention has an impact.

Having the DAA membership to shape, to contribute to, and to utilise good quality research in this important area will be of real benefit for years to come. I am pleased to serve as the DAA Board member for research.

**Professor Dawn Brooker**  
 Association for Dementia Studies,  
 University of Worcester  
 Research representative to the Board

**“Having the DAA membership to shape, to contribute to, and to utilise good quality research in this important area will be of real benefit for years to come.”**

# COMMENTS FROM THE BOARD

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**As the National Clinical Director covering dementia, I am delighted and excited to join the Dementia Action Alliance Board.**

The DAA has played a vital role in transforming the lives of people with dementia, signing up over 700 organisations to commit to over 3,000 actions to tackle dementia. The Alliance has also successfully initiated and delivered some notable programmes of joint work, including the Right Care that brought together the latest good practice on dementia care in hospitals and achieved the commitment of 143 acute trusts to become dementia friendly.

**Alistair Burns**

National Clinical Director for Dementia in England;  
Professor of Old Age Psychiatry,  
University of Manchester  
Co-Chair of the Board

**“The DAA has played a vital role in transforming the lives of people with dementia, signing up over 700 organisations to commit to over 3,000 actions to tackle dementia.”**

# COMMENTS FROM THE BOARD

**The Dementia Action Alliance continues to grow and influence the debate on how people with dementia and their families can have better lives. The agenda nowadays is not solely about medical treatment and care – as importantly, it is concerned with empowerment, inclusion and respect. In allowing and enabling people to live valued lives, the DAA plays two critical roles.**

It starts with the need to support efforts to improve early diagnosis rates that not only remain scandalously low in England but reveal unacceptable geographical variability. We need to learn where services are working well because in those areas of the country where 60 or 70% of people with dementia are being diagnosed people are being given the chance to live better lives. The DAA helps by being a repository of this knowledge, accumulated from local Alliances and national bodies, which we then share across our network of members.

The DAA's second role originates from it being an action-oriented community not limited by the boundaries of care and treatment. It also embraces advocacy groups, business and industry, all of which contribute to creating and sustaining dementia friendly communities; communities and neighbourhoods where better lives are lived. Yes we need to be driving quality into and through GP practices, hospitals and care settings, but as importantly it is about shop assistants helping people find their way around the store and being patient with them at the checkout.

It is about bus drivers getting to know why a person becomes agitated and hesitant as the bus approaches a bus stop. It is about the bank worker who, when confronted with a woman with dementia who no longer has capacity for her financial affairs, gives her £10 knowing she will leave the bank happy. And is the bank happy? They simply ring her son and say when you're passing can you drop in and give us back our £10!

With a diagnosis of dementia doors should not close but should be opened. Opened to opportunities to have a life that is meaningful and rich in prospects. For most it will not be the happiest of times but nor need it be overshadowed by fear, foreboding and a retreat from society.

**Professor Graham Stokes**  
Director of Dementia Care, Bupa Care Services  
Co-Chair of the Board

**“With a diagnosis of dementia doors should not close but should be opened. Opened to opportunities to have a life that is meaningful and rich in prospects.”**

# NATIONAL MEMBERS' ANNUAL SUBMISSIONS





# 360 FORWARD

**360 Forward is a quality improvement and practice development company providing audit, training and consultancy to care homes, home care, primary care and acute care.**

## What we did this year

- Launched the groundbreaking film 'Conversations that Matter: Breaking through dementia' to help people learn how to have meaningful conversations with people living with dementia, develop a deeper understanding of how to meet the emotional needs behind their behaviour and feel confident dealing with challenging situations.
- Developed the Elizabeth Care project, a work-based learning initiative that will create the first career pathway from apprentice to registered nurse specialising in the care of older people. Created around the needs of nursing homes and other providers of social care, it will promote integration and provide a professional workforce that the industry so desperately needs.
- Produced Our Plan, a tool to help family members and carers support someone living with dementia. It helps them to consider what might happen and to make a clear record of their decisions and future care wishes

## What we will do next year

- Further develop and obtain funding to launch Elizabeth Care.
  - Elizabeth Care Practitioner – an enriched care assistant role with a focus on demonstrable and measurable positive outcomes for the person, giving the learner a work-based route towards becoming a registered nurse.
  - Elizabeth Nurse – a practicing specialist socio-health gerontological nurse responsible for leading the delivery of good care and support to the person, effective staff learning and development in the workplace and the achievement of demonstrable quality improvement outcomes for the person.
  - Apprentice Role – this will form the basis of the other two roles, enabling young people who want to work with older people to enter the sector and have a career pathway.
- Launch 360 Cloud, an online quality improvement tool for improving the culture in care homes and other care settings. It uses measurable outcome standards to exemplify and protect human rights and promote a person-centred culture.



**360 Forward**

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www.360fwd.com

02

## AGE UK

**Age UK has a vision of a world in which older people flourish. We aim to improve later life for everyone through our information and advice, campaigns, products, training and research. We know that ageing is the main risk factor for developing dementia, but equally that dementia is neither an inevitable nor a normal consequence of ageing.**

### What we did this year

- Continued to work in partnership with the NHS Confederation and the Local Government Association to implement the Dignity Commission's report 'delivering dignity'. We continued our influencing work with key stakeholders to encourage take up of the recommendations. We are developing a pilot programme around listening to and learning from patients (including those with dementia) in hospitals as a way to improve the experience of care of older people in hospitals.
- Worked with 15 local partners to make mainstream services more accessible to people with dementia and their carers and shared best practice with our network of 170 local partners.
- Continued to fund the Disconnected Mind project at the University of Edinburgh, a major research project on cognitive ageing.

- Continued to fund a variety of research projects on dementia and cognitive impairment in later life in UK academic institutions under the Research into Ageing Fund programme. We are also supporting five projects, at King's College London, University of Edinburgh, University of Birmingham, University of Southampton and St George's, University of London

### What we will do next year

- Work with a further 30 local partners to make their services more dementia friendly through our 'Fit as a Fiddle' programme, funded through the Big Lottery Fund.
- Publish a dementia guide for carers and a memory guide.



#### Age UK

Steve Hampson

020 3033 1061

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## 03

## AGE WATCH

**Age Watch aims to help adults across the UK enjoy better health throughout their lives, in particular through the information we provide on our website, [www.agewatch.org.uk](http://www.agewatch.org.uk). People with dementia and their carers are important members of our target audience.**

### What we did this year

- Signposted users to a range of services that can support aspects of daily living for people with dementia and their carers (through our Elder Care material).
- Provided information on developments in dementia research, including evidence that physical and mental activity can help delay the onset of symptoms of dementia.
- Provided information on developments in dementia care, including the value of cognitive stimulation in helping provide a quality of life for people with dementia and their carers.
- Helped secure funding for research into dementia, as a project partner in a successful proposal for Research Council funding. This will enable a three-year project in the North East, the Midlands and North Wales, to explore how and why the visual arts appear to help people with dementia.

### What we will do next year

- Explain what people can do to reduce the risk of dementia, or delay the onset of symptoms (as new research emerges).
- Maintain and develop further the information we provide on resources available to help people with dementia and their carers.
- Develop a project website for the Dementia and Imagination Arts and Humanities Research Council project due to commence in July 2013.
- Help break down negative stereotypes of people with dementia, for instance by publishing online examples of artwork by people with dementia on the project website.



#### Age Watch

[info@agewatch.org.uk](mailto:info@agewatch.org.uk)

[www.agewatch.org.uk](http://www.agewatch.org.uk)

## 04

# AGETRUST (THE AGE RELATED DISEASES AND HEALTH TRUST)

**Agetrust acts as a below-the-radar catalyst, helping all sectors to work effectively together – avoiding re-invention of wheels and attaching the best ones to effective vehicles. Our remit is older people’s health/well-being and age-related conditions.**

## What we did this year

- Led and funded the Dementia Action Alliance (DAA) action group on timely diagnosis and post-diagnostic support. We have produced a report for the Department of Health, DAA and National Association of Primary Care (NAPC) on timely diagnosis. This is about to be released and is primarily aimed at GPs. The work has been part of creating a growing consensus for NHS England on the value of diagnosis and the vital importance of comprehensive post-diagnostic support for patients and carers. That consensus is now growing, and our resulting work with information prescriptions and 24/7 phone support through GP surgeries has been very well received. This is an all-DAA initiative, seeking to make the localised support of all members available through GPs and pharmacies to patients and carers. We are about to start training pharmacy staff to support people with information, backed by a Department of Health grant.

## What we will do next year

- Continue the process of making all DAA support for patients and carers readily available through GP practices and community pharmacies with 24/7 phone line backing.
- Train practice and pharmacy staff to offer support and information.
- Seek to work more closely and in support of the Carers Call to Action.
- Continue to work with NHS England and the NAPC to make timely diagnosis and good post-diagnostic support a priority for GPs.



### **Agetrust (The Age Related Diseases and Health Trust)**

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## 05

# ALL-PARTY PARLIAMENTARY GROUP ON DEMENTIA (APPG)

**The APPG is a cross-party group of MPs and peers with an interest in dementia. It aims to raise awareness of dementia among parliamentarians and influence policy making to improve the lives of people with dementia and their carers. It conducts an annual inquiry on a specific topic**

## What we did this year

The APPG held an inquiry that looked at the experiences of dementia within the black, Asian and minority ethnic (BAME) communities.

This included:

- Interviews with families with dementia from a BAME background.
- Case studies from service providers of care for people with dementia from BAME communities.
- Two oral evidence sessions in parliament where the APPG heard from a range of witnesses about dementia among BAME people.
- Publication of a report, called 'Dementia Does Not Discriminate', with recommendations for improvement to key organisations and government.
- A launch event for stakeholders with an interest in dementia and/or BAME communities. This included a speech from Norman Lamb MP.

## What we will do next year

The APPG will begin a new work programme for 2014.



### All-Party Parliamentary Group on Dementia (APPG)

Baroness Sally Greengross (chair)

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06

# ALLIED HEALTHCARE

**Allied Healthcare (formerly Saga Homecare) provides domiciliary care, health care and support to people living in their own homes and clinical care in primary care settings.**

## What we did this year

- Reviewed our training to ensure our staff fully understand the implications of the mental capacity act.
- Enhanced safeguarding within the business by appointment of a national safeguarding lead. This has provided the operational teams with advice and guidance to ensure our vulnerable patients/ customers are protected. A full review of training in this area has also been undertaken, with new materials developed and a safeguarding phoneline set up to provide 24/7 support to staff.
- Ensured where possible NICE guidelines on dementia are embedded within our policies, procedures and guidelines.
- Began a review of our care and support plans, including assessments which will help identify people with mental capacity needs including dementia.

## What we will do next year

- A newly formed strategy group will continue to work on developing and enhancing our dementia care services, building on previous years' work with dementia.
- Implement the new care and support plans and review their effectiveness.
- Continue to encourage all of our workforce to sign up to our online communication site so that good practice can be disseminated and staff can share ideas via the dedicated dementia forum.
- Continue to work with Alzheimer's Society at local and national level to develop our dementia services and enhance their quality and flexibility.



### Allied Healthcare

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# ALZHEIMER'S RESEARCH UK

**Alzheimer's Research UK is the UK's leading dementia research charity. As research experts, we specialise in funding world-class, pioneering research at leading universities and believe science and innovation holds the key to defeating dementia.**

## What we did this year

- We are now funding over £21.5m in world-class research, investigating all types of dementia. Our research is focused on making crucial progress into the cause, prevention and treatment of dementia.
- Provided free Information Standard accredited health information on causes of dementia, available treatments, risk reduction and myth busting. We disseminate information to every GP in the UK.
- Launched in Westminster our new research strategy, dedicated to driving forward new treatment development.
- Continued to support the Dementia Challenge's work on research, attending Champion Group meetings and working with the Department of Health.
- Held our annual conference in Belfast to provide the latest updates in research, attended by over 200 scientists from across the globe. We also held public research events across the UK for people to find out about research.
- Launched 'The Lab' to give people an interactive tour of a dementia research laboratory, bringing research to life.

## What we will do next year

- Continue to work towards finding new treatments for people with dementia now and in the future and aim to fund more research than ever before.
- Announce some exciting major research initiatives.
- Continue to expand and improve our library of free public health information on dementia.
- Increase our activity around public engagement in research and our programme of public research events.
- Hold our major annual conference in Oxford to reach more scientists than ever before.
- Continue to support the Dementia Challenge and government dementia policy.
- Continue to improve our dementia resources and website, including a new blog to offer more insight and opinion on the latest dementia research.

08

# ALZHEIMER'S SOCIETY

**Alzheimer's Society is the UK's leading dementia support and research charity. We provide services, fund research and advise health and social care professionals. Working nationally and locally, we campaign for improved care and greater awareness and understanding of dementia.**

## What we did this year

- Produced the Dementia Guide, which provides information for anyone who has been diagnosed with dementia and those taking on a caring role.
- As a member of the Health and Social Care Champion Group, part of the Prime Minister's Challenge on Dementia, we worked with NHS England to help set an ambition of raising the diagnosis rate to two-thirds by 2015.
- Worked with the Department of Health and Public Health England to integrate dementia awareness into the NHS Health Check. This also resulted in the publication of a Health Check leaflet on dementia.
- Hosted in London a conference on Dementia Friendly Communities and launched the foundation stage criteria and recognition process for communities wanting to become dementia friendly.
- Rolled out our Dementia Friends programme, which aims to increase dementia awareness and understanding across society.
- Held a roundtable discussion with key sector stakeholders on home care provision for people with dementia.
- Worked with Public Health England to ensure that dementia is a key public health priority.

- Responded to the draft Care Bill and highlighted the social care needs of people with dementia.
- Started work with the emergency services to look at how they can become dementia friendly.
- Commissioned research looking at the availability of dementia support to black, Asian and ethnic minority communities.
- Published research on experiences of people with dementia in care homes, evidence of what people with dementia say makes a dementia friendly community and the impact of social isolation.

## What we will do next year

- Continue to host and provide funding to support the Dementia Action Alliance.
- Continue to play a leading role in the development and delivery of Dementia Action Alliance campaigns, eg Carers Call to Action.
- Increase the coverage of our Dementia Friends programme.
- Increase funding into dementia research.
- Support the work of the All Party Parliamentary Group on Dementia.
- Further develop the dementia friendly communities recognition process
- Work with other organisations to support the development of dementia friendly products.



**Alzheimer's Society**

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# AMORE CARE

60

**At Amore Care we offer residential, nursing and dementia care to older people with varying levels of need. All our residents have their own personal care plan, recognising their individual needs and wishes.**

## What we did this year

- Recruited Dementia Coaches across the regions and put half of our Dementia Coordinators in place.
- Developed a draft end of life strategy to support our residents to die in dignity and respect, and without pain.
- Implemented our Creative Minds training programme which is ensuring that all staff teams have a better understanding of dementia. By the end of October 2013, approximately 180 staff will have completed the training and approximately 700 were working through the five session programme.
- Promoted dignity and respect through the Creative Mind programme.
- Made staff more aware of the need to 'know the person' in order to deliver personalised care and support.
- Began to develop criteria that will move our care homes onto the journey to excellence.
- Implemented the King's Fund environment audit to ensure we follow best practice in dementia design.
- Piloted family focus groups to support families and raise their awareness of dementia.

## What we will do next year

- Develop criteria and implement our Journey to Excellence programme.
- Finalise our end of life strategy.
- Transform our culture where people with dementia are first within our hearts and minds.
- Implement a model for family focus groups across our care homes.
- Create a model of life story work that will be supplemented by staff workshops.
- Train our Dementia Coaches to cascade the Talking Mats communication tool to staff across our care homes.
- Appoint Dementia Coordinators in all our care homes to support the Dementia Coaches in implementing our strategy.
- Ensure all our care homes receive a King's Fund environmental audit with a clear action plan for improvement.



### Amore Care

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# 10

## ANCHOR

**At Anchor, our passion is giving older people a choice of great places and ways to live. We provide housing to rent for people over 55 at more than 700 locations across England, as well as homes for leaseholders in managed estates. Anchor runs around 100 care and nursing homes.**

### What we did this year

- Continued to invest in colleagues' dementia knowledge by providing expert training and advice to colleagues in all roles across the organisation.
- Provided individual location support to enhance customers' living experience by giving specialist advice and support.
- Expanded our programme across the country where volunteers are matched with customers who share the same hobbies and interests.
- Continued to support our customers' families and friends individually and in groups by providing expert advice and information.
- As part of a person-centred approach to care, continued to build on the focus of developing our customers' living stories, reflecting their past, present and their future hopes and desires.
- Continued to review the use of anti-psychotic medication for customers living with dementia in our care homes.
- Formed the Anchor Community Band, involving over 350 customers and colleagues across the country, and released a charity record, 'See Yourself'.

### What we will do next year

- Continue delivering the aims and objectives of our Dementia Strategy that reflect the organisation's vision to give older people a choice of great places and ways to live. We do this by treating our colleagues and customers as individuals and by building meaningful, long-term relationships based on happiness, openness and respect.
- Expand our care support service to include Care and Dementia Advisors to continue to provide individual location advice and support.
- Provide an enhanced suite of dementia training sessions and courses supported with ongoing expert coaching and advice.
- Continue to focus on developing our customers' living stories.
- Continue to develop supportive environments by ensuring the use of colour contrast and way-finding clues.
- Continue monitoring the use of inappropriate medication and supporting teams to develop knowledge and skills to support those experiencing perceived difficult behaviours.
- Continue working in partnership with other agencies on dementia specific projects.



#### Anchor

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# ARCHITECTONICUS

**We transform the lives of vulnerable people by design. Our unique innovations for care and unique Mind in Mind approach to design mean that the environments we create actively support every individual involved. We tailor our design strategy to create a building that actively supports care models.**

## What we did this year

- We are pushing ahead with designs for a care village in the West Midlands with a leading care provider. This community integrated village will be the first example of its kind, demonstrating how our five point model for empowerment, corridor-less layout and Mind in Mind strategy set alongside an excellent care model can genuinely transform lives and the future of care.
- We are members of Professor Dawn Brooker's Expert Working Group (Worcester University, Association of Dementia Studies). We have made presentations at key UK conferences on designing well for dementia care.
- We are leading the development of the Herefordshire Dementia Action Alliance alongside the Courtyard Centre for the Arts (CCA), arranging and hosting the first meeting of core members. We are also leading, with CCA, the development and running of Herefordshire's first Dementia Action Alliance open symposium.

## What we will do next year

- Send our designs for the groundbreaking care village in for planning permission.
- Attend and contribute to more UK dementia care conventions.
- Develop our website and social media to better share the latest thinking and best practice in designing well, and enrich them with short films and interviews.
- Create designs for our 'Well House' standard design model to radically transform the quality of new independent and supported living. This will be developed alongside a specialist housing project we have just won.
- Continue to lead the development of the Herefordshire Dementia Action Alliance, so that it becomes a highly active community, generating a real positive impact on dementia care in the region.



### Architectonicus

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## 12

## ARTS 4 DEMENTIA

**Arts 4 Dementia (A4D) is helping to develop artistic stimulation at arts venues to re-energise and inspire people in the early stages of dementia and their carers. A4D provides training for workshop facilitators and our website signposts events for dementia in the community, by art form, nationwide.**

### What we did this year

- Provided and evaluated a London-wide programme of weekly stimulation at arts venues to re-energise people in the early stages of dementia and their carers.
  - Our report 'Reawakening the Mind: Arts interventions to re-energise and inspire people in the early stages of dementia and their carers' establishes that regular dynamic arts activity restores skills and confidence and enables participants to lead fulfilling lives in the community.
  - Bridging the provision gap from diagnosis, 'Reawakening the Mind' presents models for arts organisations to spread the practice and sets out the Culture and Health Framework to achieve referrals to arts workshops.
  - Through their achievements at A4D workshops, participants now see that they can continue to enjoy a creative social life.
- Developed early-stage dementia awareness training workshops for arts facilitators.
- Reached out nationwide to signpost arts opportunities for dementia in the community on [www.arts4dementia.org.uk](http://www.arts4dementia.org.uk)

### What we will do next year

- A4D Friends – London, a programme of monthly re-energising workshops at different London arts venues for participants in the early stages of dementia and carers, will we hope be replicable nationwide as A4D practice grows. The idea is to keep up the impetus for participants and to provide each arts organisation with the Culture and Health Framework for an ongoing regular programme at the venue.
- We will continue to work with Alzheimer's Society to provide early-stage dementia awareness training for arts facilitators in London, and we will reach out around Britain.
- Our Best Practice Seminar at Sadler's Wells on 8 November will bring together memory and carer services with arts organisations and facilitators to guide the effective spread of A4D practice.
- The A4D website, [www.arts4dementia.org.uk](http://www.arts4dementia.org.uk), will increasingly signpost arts opportunities for people living with dementia in the community and their carers around Britain.



#### Arts 4 Dementia

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## 13

# ASSOCIATION FOR DEMENTIA STUDIES

**The Association for Dementia Studies (ADS) at the University of Worcester comprises a multi-professional group of educationalists, researchers and practitioners building evidence-based, practical ways of supporting people living with dementia and their families. We do this primarily through research, consultancy, education and scholarship.**

## What we did this year

- Delivered education and practice development programmes to professionals who support people with dementia, including contributions from people living with dementia and families.
- Our free online resource for care homes, [carefitforvips.co.uk](http://carefitforvips.co.uk), received over 2,000 visits and forms the basis of the Dementia Pledge.
- Engaged in research that will have a direct impact on how to provide better care for people and their families, including:
  - Completing the EU-funded ALCOVE programme with the Department of Health, making 17 evidence-based recommendations on timely diagnosis.
  - Developing in-depth Action Learning Sets for Dementia Leads in Acute Hospital Trusts.
  - Completing the CHOICE research project, to help us understand why some care homes care well for people with advanced dementia and others do not.
  - Evaluating the practical application of the FITS programme across 150 care homes nationwide.

- Evaluated innovative practice including the intergenerational schools programme and the Carers as Educators pilot.

## What we will do next year

- Have the first cohort of Foundation Degree Students at the University of Worcester.
- Publish the results of a number of research projects and disseminate the findings, including FITS and ASSET.
- Continue existing activities in support of developing community resources for people with dementia living at home (eg At home with dementia; Connecting Communities; e-learning version of Stand by Me).
- Commence new research initiatives that contribute towards the evidence base for person-centred support (eg MeetingDEM).
- Apply for appropriate research and other funding that enables us to support people living with dementia and their families.
- Strive to involve people living with dementia and their families in all of our activities.



### Association for Dementia Studies

Professor Dawn Brooker

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[association-for-dementia-studies.html](http://association-for-dementia-studies.html)

# BARCHESTER HEALTHCARE

**Barchester Healthcare provides person-centred and relationship focused care and support for individuals to live well and not just exist with a dementia. The creation of specialist homes called Memory Lane enable this support to be delivered in a homely but professional manner.**

## What we did this year

- Continued to develop a skilled workforce with the emphasis on all care home staff becoming dementia aware. All our induction programmes include a one-day dementia awareness workshop.
- Developed a 'beyond awareness' course that can be delivered by trained trainers, called SoKIND (Short Organised Knowledge into Nurturing Dementia Care).
- These courses are mapped across to the Qualifications and Credit Framework.
- A more advanced series of learning is also available on our intranet – the 'Mattering' training DVDs developed by Dementia Care Matters.
- Continued to run workshops for care staff to enable them to 'audit' the lived experience.
- Worked in partnership with Ladder to the Moon to develop the skills and abilities of activity organisers within our homes.
- Worked in partnership with the Woodland Trust and Dementia Adventure to research the positive effects of being outside and woodland walks.
- We are part of the Steering and Development group for the Dementia Declaration.

## What we will do next year

- We will continue to develop our workforce and develop the Memory Lane communities across the country to meet the needs of people who have dementia.



### **Barchester Healthcare**

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# BRADFORD DEMENTIA GROUP

**For over 20 years Bradford Dementia Group at the University of Bradford has been leading the field in dementia research, education, training and practice development. Our aim is to enhance the lives of people with dementia and their families, and support the practitioners who care for them.**

## What we did this year

- Were awarded £2.4m from the National Institute for Health Research (NIHR) to study the effectiveness of Dementia Care Mapping.
- Were awarded an Alzheimer's Society PhD studentship on self and dementia.
- Submitted the final report to the NIHR on 'Improving health care in care homes'.
- Applied to NIHR to develop and test an intervention to reduce avoidable hospital admissions.
- Hosted the launch of the Bradford Dementia Action Alliance.
- Increased the number of experts by experience to inform our work.
- Sixty practitioners achieved University of Bradford degrees in dementia studies.
- Developed and delivered the first Postgraduate Certificate for Practitioners with a Special Interest in Dementia.
- Prepared almost 200 coaches to cascade training in person-centred care in acute and care home sectors.
- Expanded our team to include expertise in clinical psychology and speech and language therapy.

## What we will do next year

- Ensure our experts by experience are supported to input into our work.
- Further develop strategic partnerships, nationally and internationally, to benefit people affected by dementia.
- Publish the second edition of our textbook 'Excellence in Dementia Care: Research into Practice'.
- Disseminate findings from our NIHR project on participatory video with people with dementia in residential care.
- Participate in several externally funded research projects on dementia care, from early diagnosis to end of life care.
- Support our student body of more than 200 part time student practitioners on degrees in dementia studies.
- Further develop our PG Cert for Practitioners with a Special Interest in Dementia, with Department of Health funding.
- Develop a PG Cert Dementia Studies in arts-based approaches in dementia care.
- Prepare over 200 coaches to support person-centred care in acute and care home sectors.



### Bradford Dementia Group

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## 16

# BRITISH ASSOCIATION FOR COUNSELLING AND PSYCHOTHERAPY

**BACP is a registered charity and the largest professional body representing counsellors and psychotherapists in the UK, with over 40,000 members. We set standards for therapeutic practice, promote education and training for counsellors and psychotherapists, and seek to increase public understanding of the benefits of counselling and psychotherapy.**

## What we did this year

- We published a review on the experiences of counselling and psychotherapy from the perspective of carers of people with dementia: an exploration of client views and processes of change by Elvish, Cawley and Keady (University of Manchester). Key findings include:
  - The therapeutic relationship can provide:
    - i) a 'substitute' for the changed parts of a relationship between a person with dementia and their relative; ii) a space for validation and support; and iii) a place in which a carer can develop a more independent 'sense of self'.
  - The therapeutic relationship and the use of formulation enable therapeutic interventions to fill a need for carers of people with dementia, which may not be met by other support services.
  - Clinicians should be aware of certain characteristics that may make people vulnerable within the caring role.

- Therapy can be a valuable place for support for a carer if a person with dementia is moving into a care setting.
- Carers do not always find it easy to ask for help; advertising availability of services is important in order to improve access to counselling or psychotherapy.

## What we will do next year

- Publish a briefing document on dementia, specifically on the contribution that psychological interventions can make to improving the lives of people with dementia and their carers. The briefing will include key facts on dementia, why there is a need for psychological interventions to support people with dementia, the evidence base for psychological interventions, current provision that exists and key recommendations for a range of audiences.



### British Association for Counselling and Psychotherapy

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# BRITISH PSYCHOLOGICAL SOCIETY

**The British Psychological Society (BPS) promotes excellence and ethical practice in the science, education and practical applications of psychology. The Faculty of the Psychology of Older People (FPOP), within the Division of Clinical Psychology (DCP), specialises in the psychology of later life, including the psychological needs of people with a dementia.**

## What we did this year

- Held a symposium on psychological approaches in dementia at the BPS/DCP annual conference.
- Provided speakers and contributions to the Dementia Village at Health Expo 2013.
- Launched the BPS/FPOP paper on psychosocial alternatives to antipsychotic drugs for people with dementia with participation from Dementia Action Alliance members.
- Held a joint event with the Dementia Action Alliance Early Diagnosis Action Group, sharing information on psychological thinking, research and practice relating to pre-diagnosis, diagnosis and post-diagnosis in dementia.
- Formed writing groups to develop a suite of papers aimed at sharing informing on psychological thinking, research and practice relating to dementia.
- Identified and introduced another psychologist to support the work of the dementia workstream at the Dementia Action Alliance.
- Worked with Dementia Engagement and Empowerment Project (DEEP) to produce a joint paper on psychological and psychosocial interventions.

## What we will do next year

- Deliver a joint conference with the Royal College of Psychiatry and Alzheimer's Society on psychological and psychosocial aspects of dementia and dementia care.
- Formally launch the document on evidence-based psychological interventions in the context of early diagnosis and aftercare.
- Continue to actively support and participate in the Early Diagnosis Action Group.
- Continue to deliver training events for psychologists and other professions interested in psychological ways of working with people with a dementia.
- Liaise with our expert reference group and professional network to provide quality speakers for training events and conferences.
- Continue working with the Memory Services National Accreditation Programme to implement the newly added chapter on psychosocial interventions.
- Further joint work with Dementia Service Users and DEEP on psychological and psychosocial interventions following early diagnosis.
- Work with the Royal College of Nursing to develop joint guidance for health and social care professionals on communicating about a dementia diagnosis.
- Continue collaborating with other organisations and professional bodies to ensure high standards in dementia care.



### British Psychological Society

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18

BSI

**BSI delivers best practice solutions through the publication of British Standards and related information products and services. As the UK national standards body, we have a globally recognised reputation for independence, integrity and innovation.**

We are keen to engage with stakeholders to consider the development of standards – in the form of guidelines, best practice, codes of practice, and specifications – to support consumers, carers, services and infrastructure related to dementia. As such, we are particularly interested in the use of standardisation within the emerging areas of dementia care, and in particular in response to the Prime Minister’s challenge.

## What we did this year

- Working with University of Bradford, we launched the revision process to our standard PAS 800:2010 – ‘Use of dementia care mapping for improved person-centred care in a care provider organisation’.
- In March 2013, we ran a stakeholder workshop to consider standards for care providers and dementia friendly communities. Following this, we are working closely with stakeholders to initiate new standards around these themes.

## What we will do next year

- Begin the development of a national standard to support the Alzheimer’s Society recognition process for dementia friendly communities.
- Consider the development of standards for dementia friendly organisations, products and services on a sector basis.



BSI

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# BUPA CARE SERVICES

**Bupa provides 220 dementia care communities within care homes, where more than 8,000 people with dementia live, most with complex, high-dependency and end of life care needs. Some of these communities provide day and respite care and host Bupa Admiral Nurses. Bupa also provides advice for people with dementia and their families.**

## What we did this year

- Continued to inform and train our workforce through our partnership with University of Bradford's Division of Dementia Studies.
- Partnered the Alzheimer's Society's Memory Walk campaign, which raises both funds and awareness.
- Opened three specialist dementia care homes in Glasgow, Farnham and Brighton.
- A national partnership with Dementia UK means that we have four Admiral Nurses based in dementia care communities in Liverpool, Sussex, North West London and Essex.
- Our first cohort of senior dementia care practitioners and managers graduated from the Bupa-Bradford University Dementia Care Scholarship Programme with five more scholars registered for 2013/14.
- Trained over 60 Dementia Friends Champions to engage with our local communities.
- Committed to build and provide a Research and Innovation Care Environment (RICE) in partnership with an academic partner by 2015.
- Launched, in partnership with Alzheimer's Disease International, a Global Charter for people living with dementia.

## What we will do next year

- Continue to implement and roll out our dementia care training programme.
- Continue our new build and living environment refurbishment programmes to provide dementia-friendly communities for people with advanced dementia and complex needs.
- Appoint more Bupa Admiral Nurses across the UK.
- Develop and deliver managed care pathways to enable people to live well after diagnosis.
- Deliver an education resource, 'Essentials for Relatives', for families who are negotiating the transition to a home and facing difficult conversations about end of life.
- Continue to drive down the use of prescribed antipsychotics in our care homes through the use of an 'on admission antipsychotic screening protocol'.
- Introduce a fit-for-purpose end of life care pathway that will be sensitive to the needs of people with dementia and their families.
- Report on research into the benefits of signage and enhanced lighting on dementia care residents' mood and abilities.

20

# CARE QUALITY COMMISSION

**The Care Quality Commission (CQC) is the independent regulator of health and adult social care in England. We make sure services provide people with safe, effective, compassionate, high-quality care and encourage services to improve. We do this by monitoring, inspecting and regulating services and we publish what we find to help people choose care.**

## What we did this year

- Published a new strategy for 2013-16 and 'New Start' consultation seeking views on proposals for changing and improving our regulatory model.
- Registered and started inspecting general practices and other primary medical services – often the first point of contact for people living with dementia and their carers.
- Produced the 2011/12 annual monitoring report on the use of Deprivation of Liberty Safeguards. Of all the applications to use the Safeguards, 53% involved people living with dementia.
- Published the findings of a thematic review of data on dementia care in acute settings. This will be repeated as part of our planned dementia themed inspection programme.
- Rolled out mandatory dementia awareness workshops for all CQC staff, delivered by the Alzheimer's Society.
- Trained all our new inspectors recruited for 2012/13 to use the Short Observational Framework for Inspection tool (SOFI 2), developed with the Bradford Dementia Group. We are now keen to start evaluating its use.

## What we will do next year

- Publish a national report on the findings from our dementia themed inspection programme.
- Develop a dementia training and learning programme to support operational staff. This will build on our dementia awareness workshops.
- Produce the 2012/13 annual monitoring report on the use of Deprivation of Liberty Safeguards.





# CARE UK

**Care UK provides care in people's homes as well as nursing and residential care. We support relatives with training, support networks and through day centres and respite care. We work to maximise each person's independence and individuality. We increasingly work with community groups to provide activities for residents and support for relatives, helping to reduce the stigma associated with dementia.**

## What we did this year

- Created a series of open days and talks, working with national dementia experts, to give relatives and community partners practical advice and support on understanding people living with dementia.
- Worked with our activity coordinators nationwide to produce a free book of 100 proven activities for friends and relatives of people with dementia which are fun and increase well-being. 'As Easy as ABC' (Activity Based Care) was launched at our National Care Homes Open Day events and is free to download from our website, [www.careuk.com](http://www.careuk.com).
- Gained Department of Health funding for dementia friendly communities for three of our homes.
- Created and filled new dementia triage nurse posts. The nurses work with residents, relatives and care teams to understand behaviour and create strategies to develop greater well-being.
- Opened up our care homes to more communities with facilities and support, and for some homes created an hour-by-hour respite service.

## What we will do next year

- Continue to develop our growing connections with youth groups and educational establishments to promote young people's understanding of dementia as well as providing interest for residents. We have worked on projects with training charities for the young unemployed, youth networks and drama groups. One project in the North East saw our residents in several homes working with students to capture their memories. These became plays which were performed across the region and to which the residents were invited.
- Further develop our family support services with more open days, courses and flexible respite and encourage staff to become Dementia Champions who can facilitate community events.
- Develop our new homes and well-being centres to incorporate new learning, including ideas gathered from international visits to dementia communities such as the De Hogeweyk community in Holland.

22

# CARERS TRUST

**Carers Trust is the largest provider of comprehensive carers support services in England through a unique network of 88 independent carers centres and 60 schemes, plus 79 young carers services.**

## What we did this year

- Produced “A Road less Rocky – Supporting Carers of People with Dementia” research.
- Launched Triangle of Care membership scheme.
- With the Royal College of Nursing developed the Triangle of Care – Best Practice in Dementia Care.
- Network Partners continue to support carers locally.

## What we will do next year

- Be an active member of the DAA Carers’ Call to Action.
- Promote the findings of “A Road Less Rocky”.
- Continue to deliver and promote the standards of the Triangle of Care.
- Our primary care and community links project work ensures GPs are aware of the needs of all carers.



### Carers Trust

Ruth Hannan  
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www.carers.org

# CITRUS TRAINING SOLUTIONS

**Citrus is a market leader in England, Scotland and Northern Ireland, delivering quality training predominantly to the health and social care and children and young people sectors. We have a dedicated team sourcing funding streams to make QCF (Qualification Credit Framework) and mandatory training more accessible while maintaining high delivery standards.**

## What we did this year

- We currently deliver the Health and Social Care QCF apprenticeship where a specific dementia pathway is available for specialist dementia services. The dementia knowledge is embedded into the diploma training that is delivered in a classroom-based environment. This works well and provides the necessary knowledge for staff working with individuals with dementia.
- We also offer a qualification as a stand-alone award in dementia awareness and this is delivered using a mix of classroom and self-study followed by an external assessment. This is offered to employers as an alternative to the full diploma where these have already been achieved, or for staff who are not eligible for funding. This has proven to be a popular commodity for our key client.
- We ensure that carers have the competency to fulfil their role in supporting individuals with dementia by completing real time observations of practice. This supports a higher standard of care.

## What we will do next year

- Continue the delivery of dementia training to a high standard, ensuring that we support two of the key areas of the Prime Minister's Challenge on Dementia – Delivery of Care and Awareness of the Illness.
- Support the care industry in focusing on a person-centred approach to dementia care, working with the individual rather than the illness.
- Continue to ensure that people are supported to further their knowledge by completing the stand-alone award and community seminars that we offer as a centre.
- Ensure that carers and support staff are competent in their role within the social care sector and those working with people with dementia.



**Citrus Training Solutions**

0844 854 8680

[www.citrustrainingsolutions.co.uk](http://www.citrustrainingsolutions.co.uk)

24

# CLAIRMONT LIMITED

**We design simple but respectful solutions to help improve the daily lives of all those affected by dementia, regardless of obstacles and prejudices.**

## What we did this year

- Worked closely with an important care home group to bring art as an activity of respect and dignity into the daily lives of all its residents, regardless of any skills criteria. The results are truly inspirational and attitude changing and the activity is making a positive contribution to the well-being of all those living with dementia. The activity is called heartforart.

## What we will do next year

- Continue with our heartforart activity by rolling it out across more of the country.
- Hold exhibitions to display the artwork and make limited editions available to purchase, with the monies being reinvested in the activity.
- Launch a heartforart website to display and discuss the activity. Put real people with real biographies on the site, which we consider will change perceptions and inspire others.



### Clairmont Limited

John Perry

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25

# COLLEGE OF OCCUPATIONAL THERAPISTS/BRITISH ASSOCIATION OF OCCUPATIONAL THERAPISTS

**The professional body and trade union for occupational therapy staff, researchers, educators and students in the United Kingdom.**

## What we did this year

- Developed and promoted materials to educate and promote best practice for occupational therapists working with people living with dementia.
- Provided training to occupational therapists on different aspects of maintaining health and well-being when living with dementia.
- Responded to consultations on aspects of older people's care.
- Worked with other organisations and professional bodies, for example as part of the Memory Services National Accreditation Programme and hosting a quarterly meeting for the Dementia Action Alliance.
- Developed and launched Living Well through Activity in Care Homes Toolkit, a free, practical resource for supporting older people, including people with dementia, to maximise their quality of life and make choices about personal care, daily and weekly routines.

## What we will do next year

- We are committed to the continued delivery of materials and training to occupational therapists on various aspects of care, such as reablement for people with dementia.
- We will continue to host the spring quarterly meeting of the Dementia Action Alliance and will be working with partner organisations, such as Skills for Care, to disseminate and update the Living Well Through Activity in Care Homes toolkit



**College of Occupational Therapists/British Association of Occupational Therapists**

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26

# COUNTRY COUSINS

**Country Cousins provides live-in care, supporting people to remain in their own home on either a short or long term basis. We have built our excellent reputation by ensuring that the ‘Cousins’ who support our clients are recruited to the highest standards and carefully matched to people’s needs.**

## What we did this year

- We continued to develop relationships with public, private and voluntary organisations within the healthcare sector on national, regional and local levels in order to establish better ways to work together in the future. These improved relationships and knowledge mean that those living with dementia and their carers can gain access to the best support and care for them as individuals.
- As we have developed relationships with local alliances across the UK we are in the process of liaising with our Country Cousins to ensure that they are able to get involved with events and support when they are providing companionship and support to our clients and also in their local communities.
- Our Business Development Team have also all become Dementia Friends Champions this year.

## What we will do next year

- We will continue to develop relationships with other members of the Dementia Action Alliance in order to maximise our clients’ ability to access the best support and services available to them in their local area.
- We also plan to offer our Country Cousins the chance to become Dementia Friends and to get involved in their local alliances. We are currently in the process of creating a file which will give our carers access to Dementia Action Alliance services in each area of the country they visit, allowing them to maximise their involvement wherever in the UK they are working.



### Country Cousins

Rachel Beckett

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# DEMENTIA ADVENTURE CIC

**Dementia Adventure is a multi-award winning social enterprise specialising in connecting people living with dementia with nature and a sense of adventure. We provide training, research and consultancy services as well as designing and leading adventure breaks and holidays – all with nature in mind.**

## What we did this year

- Delivered training days to enable individuals working in health care, social care and green space organisations to connect people living with dementia with nature, supporting dementia friendly communities.
- Developed more training resources and dementia friendly resources under the Fit as a Fiddle programme with Age UK London and developed our research work with the University of Southampton (with No-Limits Dementia) and with the Greening Dementia project.
- Over 400 people living with dementia and their carers benefitted directly from our adventures – from park walks to woodland days out to holidays around the UK.
- We continue to grow our online community – this year there were over 4,600 unique visitors to our website generating over 34,000 hits and reaching people in 62 countries.
- We were honoured and recognised with various awards for our innovative and positive risk taking approach: “Risky Business” International Dementia Excellence Award, Nesta/The Observer Britain’s New Radicals, Santander Social Enterprise Development Award.

## What we will do next year

- Expand our training programmes, bringing the benefit of our nature-based approaches and positive risk taking approach to more people living with dementia in a range of health and social care settings.
- Provide more bespoke adventure holidays for people living with dementia.
- Provide more day-based adventure experiences such as park walks and woodland celebration events, working in partnership with a range of health, social and leisure organisations.
- Continue to develop and grow the research evidence base for the benefits of nature for people with dementia.



### Dementia Adventure CIC

Neil Mapes

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# DEMENTIA ADVOCACY NETWORK

**The Dementia Advocacy Network (DAN) is a national support network for independent advocates working with people with dementia to ensure their voice is heard and their rights upheld. DAN provides networking and training events, good practice guidelines and an informative website.**

## What we did this year

- Promoted through roadshows and journals our publication 'Taking Their Side: Fighting Their Corner', a collection of advocacy stories showing the difference an advocate can make to the lives of people with dementia.
- Mapped dementia advocacy services in 33 London boroughs to identify the gaps in provision and highlight the need for more independent advocacy. Developed a report and held an event to highlight the findings.
- Began the development of good practice guidelines for advocacy in care homes for people with dementia.
- Provided training for advocates in non-instructed advocacy, mental capacity act awareness and life story work.

## What we will do next year

- Disseminate our findings on the provision of dementia advocacy in London boroughs.
- Support London-based advocacy schemes to improve their evaluation so they can show the difference they make to people's lives.
- Develop good practice guidelines for independent advocates working in care homes.
- Develop advocacy skills for supporting people with learning disabilities who develop dementia.
- Continue to provide quality training on how to advocate for people with dementia, ensuring their voices are heard, their rights upheld and their quality of life improved.
- Provide networking events to share good practice in dementia advocacy.



### **Dementia Advocacy Network**

Jan Kendall

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[www.advocacyplus.org.uk/dan](http://www.advocacyplus.org.uk/dan)



# DEMENTIA PATHFINDERS COMMUNITY INTEREST COMPANY

**Dementia Pathfinders Community Interest Company is a new social enterprise delivering therapeutic care and support for people with dementia and their families, and programmes of education and learning for people working in the dementia care field.**

## What we did this year

Contributed to improving the skills of the dementia care workforce by:

- Working with partner care providers in London, Surrey and Northamptonshire, delivering awareness sessions to their staff.
- Extending the portfolio of dementia units on the Qualifications and Credit Framework that we deliver.
- Developing our network of 'experts by experience' who contribute to our training provision.

## What we will do next year

- Continue to support the professional development of dementia trainers by hosting the Dementia Education Training Network (DETN) in London (next meeting 23 October 2013 in partnership with the Mental Health Foundation).
- Extend our current activity with people with dementia and their carers and further develop our network of 'experts by experience'.
- Improve the skills of the dementia care workforce, working with partner care providers in Slough, Kent and West Berkshire.
- We aim to deliver and evaluate therapeutic approaches both for people with dementia and their carers, and to use evidence-based practice to promote and support the development and dissemination of these approaches.



### **Dementia Pathfinders Community Interest Company**

Hilary Woodhead

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30

# DEMENTIA WEB GUIDEPOSTS TRUST

**We provide an overview of information about local support and services for people affected by dementia anywhere in the UK. We compile impartial, localised and personalised Dementia Information Prescriptions which are available through our website, 24-hour helpline and email. We also produce 'After Diagnosis – A Handy Guide' and the booklet 'Hints & Tips about dementia'.**

## What we did this year

- Worked closely with Dementia Action Alliance members and commissioners to provide Dementia Information Prescriptions, which give an impartial overview of dementia information, services and support services within a local area.
- Worked with the Timely Diagnosis of Dementia Consensus Group, the Dementia Action Alliance Diagnosis and Post-Diagnostic Improvement Action Group and The Carers Call to Action to develop our contribution with Dementia Information Prescriptions further. This included working with GPs to provide them with a tool to support their work with people who have been diagnosed or people who are caring for a family member with dementia.
- Hosted a one-year dementia awareness campaign and produced web-based and hard copy local dementia specific resources on behalf of the Oxfordshire Dementia Action Alliance.
- Provided 'After Diagnosis – A Handy Guide' in Bath and North East Somerset.

## What we will do next year

- Continue to develop partnership working in order to create effective, quality and sustainable delivery of Dementia Information Prescriptions.
- Promote access for people with dementia and their carers to personalised, localised information and support through our 24-hour helpline and website.
- Work in partnership with dementia services and organisations to ensure that we provide the most up-to-date and accurate information.
- Continue to work with and support the activities of Dementia Action Alliance Action Groups.



### Dementia Web Guideposts Trust

Diane Perry

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# DEPARTMENT OF HEALTH

**Over the past year the Department of Health has made significant progress in delivering its Dementia Action Alliance Action Plan. Dementia remains a priority for the government and the first annual progress report to the Prime Minister on the implementation of his Challenge on Dementia was published on 15 May 2013. As well as delivering on our own Action Plan, we are working closely with a range of partners at a national level, including NHS England, Public Health England, Health Education England and the Care Quality Commission, to influence and support their work programmes on dementia.**

## Dementia diagnosis and post-diagnosis support

- Dementia diagnosis has been prioritised by both the Department of Health through the NHS Mandate and by NHS England, which has set the first ever national ambition to improve dementia diagnosis rates. Our aim is that, by 2015, over two-thirds of people with dementia should have a diagnosis, with appropriate post-diagnosis support. We will use the NHS Outcomes Framework 2013/14 to measure progress on diagnosis rates.
- The Secretary of State for Health and Minister for Care and Support wrote to every MP, Peer and local authority chief executive in January 2013 to draw their attention to the current diagnosis rate nationally and in their local area and to encourage them to engage with their local clinical commissioning groups and health and wellbeing boards to prioritise improvements.
- As part of the GP contract for 2013/14, a new Direct Enhanced Service (DES) has been introduced for take up by GPs to reward practices for having a pro-active, case finding approach to the assessment of patients who may be showing the early signs of dementia. To support GPs, a guide on cognitive assessment, including memory, was published for consultation jointly by the Department of Health and Alzheimer's Society. The consultation closed on 30 June 2013 and a final version will be published this autumn.
- From April 2013, as part of the NHS Health Check programme, people aged 65 to 74 are being given information at the time of the risk assessment to raise their awareness of dementia and the availability of memory services. This will help to ensure that people with dementia are diagnosed at an earlier stage.
- We part-funded, with Alzheimer's Society, 'The Dementia Guide', to be made available to people with dementia and their carers following diagnosis. The guide was published at the end of July 2013 and is the first of its kind to provide the comprehensive information needed following a diagnosis of dementia. Copies are being made available free of charge via the government's publications website and Alzheimer's Society. Copies are also being printed for memory services and GPs to be provided for all those people who receive a diagnosis of dementia.

## Dementia Commissioning for Quality and Innovation (CQUIN) goal

- In April 2013, the Dementia Commissioning for Quality and Innovation (CQUIN) goal was extended to include measures of the quality of dementia care in hospital and support for carers of people with dementia. Trusts have also been asked to appoint a senior clinical lead for dementia who will be responsible for ensuring that staff are trained in dementia care. The Dementia CQUIN, which we introduced in April 2012, has led to thousands of people a month being referred for further investigation, for example to a memory service, which will contribute to improving dementia diagnosis rates. Responsibility for the CQUIN goal has now passed to NHS England, which is publishing the CQUIN data.

## Dementia friendly hospitals

- We supported the launch of the Dementia Action Alliance and NHS Institute's Call to Action to create dementia friendly hospitals. The Call to Action asked all acute NHS trusts to sign up, by 30 March 2013, to becoming dementia friendly. To date, 143 acute and 24 non-acute trusts have signed up to the Call to Action.

## Memory services

- We are working with the Royal College of Psychiatrists Memory Services National Accreditation Programme (MSNAP) to assure and improve the quality of memory services for people with memory problems and dementia. MSNAP engages staff in a comprehensive process of review, through which good practice and high quality care are recognised, and services are supported to identify and address areas for improvement. We have written to the NHS to encourage memory services to sign up to MSNAP and to the National Memory Services Register. This will enable us to develop a complete map of services across England.
- To measure progress on the coverage and capacity of memory services, we have commissioned the Royal College of Psychiatrists to conduct a national survey of memory services. The results of the survey will report later in the autumn of 2013.

## Reducing inappropriate prescribing of antipsychotic medicine

- In July 2012, the National Dementia and Antipsychotic Prescribing Audit reported a 52% reduction in the prescribing of antipsychotics for people with dementia. We have commissioned a further audit from the Health and Social Care Information Centre and the results are expected to be published early in 2014.

## Innovation Challenge prize

- The Innovation Challenge prize is making £1m available to the NHS for projects that demonstrate innovative ways of achieving a dramatic reduction in the proportion of people who have undiagnosed dementia, with evidence of a step change in the diagnosis rate and strong service response.
- Nationally, a new partnership between the Department of Health and Janssen Healthcare International (JHI) has been established to create a Challenge Prize for those who support people with dementia. The prize, of up to £150,000, is being provided by JHI for evidence of meeting the challenge in a sustained way that can be spread across the NHS and social care. The winners will be announced in November 2013.

## Support for carers

- Provision for assessing and supporting carers has been included in government legislation, including a simplified process of assessments which will consider the impact of caring on the carer and the outcomes they wish to achieve in their day-to-day lives. There will be a new duty on councils to meet carers' eligible needs for support. This will be underpinned by our commitment to provide new resources starting in 2015 and rising to £175m per annum by 2020. We are also working closely with the Dementia Action Alliance on the development of a new Call to Action for supporting carers of people with dementia.

- We are currently considering bids from the Royal College of General Practitioners, the Royal College of Nursing and other nursing and carers' voluntary organisations for the development of further initiatives to raise awareness of carers' needs among health professionals and to improve outcomes for carers, including those who care for people with dementia.

## Improving care in care homes

- We are working with the care provider sector to develop the reach of the Dementia Care and Support Compact. Every registered care provider is now able to show the public how they meet the Dementia Care and Support Compact using an online quality profile, which is available on the NHS Choices website

## Workforce education and training

- The government's Mandate to Health Education England (HEE), published on 28 May 2013, sets out the responsibilities of HEE to provide national leadership and strategic direction for education, training and workforce development and to ensure a nationally coherent system is in place. On dementia, all NHS staff that look after patients with dementia will go through a dementia awareness programme and HEE will ensure that 100,000 NHS staff have this training by March 2014. We are working closely with HEE on the implementation of the objectives on dementia set out in its Mandate.

- We have funded a wide range of projects on dementia education and training for health, social care and housing staff over the past year, working closely with our Workforce Advisory Group. These include a second year of workshops run by Skills for Care and Skills for Health to disseminate the Common Core Principles for Supporting People with Dementia, the development and launch of the Dementia Pledge, led by the English Community Care Association, which supports social care employers to implement workforce excellence, and training for health, social care and housing staff on reminiscence and life story work, working with National Museums Liverpool and the Life Story Network.
- The Prime Minister also announced the roll-out of a dementia package that would see 100,000 nurses and health care assistants receiving dementia training via e-learning by 2015. The new e-learning resources were published in May 2013 and are available to health and social care staff through the e-learning for Healthcare portal.
- In March 2013, we launched a new nursing vision and strategy for dementia care making clear that every nurse can make a difference to the care of people with dementia. This vision supports the Prime Minister's Challenge on Dementia by raising the profile of the wider nursing contribution to dementia care and describing what is expected of all nurses to meet the level and quality of care expected in all care settings. A supporting self-assessment framework, for use by inpatient settings, was published in October 2013.

## Nursing

- On 4 January 2013, the Prime Minister announced a recommendation from the Chief Nursing Officer and the Department of Health/Public Health England Director of Nursing that:
  - all nurses have an understanding of dementia to enable them to give informed advice, to signpost those with concerns to the right support, to promote dementia awareness in communities and to encourage nurses to become Dementia Friends;
  - those who care for older people at home, in care homes and hospitals have dementia training, with a link nurse in every ward or care setting; and
  - each organisation has a dementia nursing expert to lead and promote improvements.

## Dementia awareness campaign

- The most recent phase of the dementia awareness campaign, which we ran in partnership with Alzheimer's Society at the end of 2012, reached out to over 37 million people. The campaign focused on early diagnosis and encouraged people to visit their doctor if they are worried about dementia.

## Dementia research

The following key resources and initiatives have been developed and will support dementia research:

- Major expansion of the neuroscience programmes at the world-leading Medical Research Council (MRC) Laboratory of Molecular Biology (LMB). Resources have been increased by 50%, with a major part dedicated to research on dementia and neurodegeneration.
- Through the National Institute for Health Research (NIHR), provision of over £22m of additional funding into 21 pioneering research projects.
- The creation of the NIHR Translational Research Collaboration, which brings together the country's leading dementia research facilities to collaborate in translating discoveries from basic scientific research in dementia into benefits for patients.
- The Economic and Social Research Council (ESRC) and the Department of Health launched a joint call in July 2012 to fund up to £13m social science research proposals in preventing dementia. Final decisions on which proposals to fund will be announced by the end of the year.
- Major investment in brain scanning – £9.6m is being provided by the MRC for a pilot study involving 8,000 volunteers as the first phase of a brain imaging programme that will ultimately scan the brains of 100,000 Biobank participants.
- On 10 October 2012, we brought together the UK's research system to showcase this country's dementia research and resources. The event proved an important step in developing industry's interest in an area where there are no easy 'quick wins'. Eight different companies are involved in collaborations as a result of the event across a range of different dementia research questions. In parallel, MRC has engaged with pharmaceutical companies towards the establishment of a new public-private partnership focused on target validation and experimental medicine in dementia research. Nine companies are currently engaged in discussions with a budget of up to £12m identified to deliver this initiative.
- The development of two facilities that will help to increase the proportion of people with dementia having the opportunity to participate in research. ENRICH, a toolkit for care home research, provides simple, practical advice for researchers, care home staff and others. Through the creation of a 'consent-for-approach' list, people with dementia and their carers will be offered the opportunity to register their interest in being contacted about research, and have their permission recorded for their data to be used so that they can be contacted about appropriate research.
- We will use our Presidency of the G8 to help shape an effective international response and, by working through the Organisation for Economic Co-operation and Development (OECD), aim to become a driving force for global collaboration in research.

## EU Alcove project

- We played a key role in the European Alcove Project on Dementia which reported in March 2013. Alcove was a programme of cooperation on dementia by all EU member states. Its work focused on four separate projects, one of which, on identifying best practice in achieving a timely dementia diagnosis, was led and joint funded with the EU by the Department of Health. We commissioned Professor Dawn Brooker and a team at Worcester University to undertake the work on this project. Their findings and recommendations will be valuable for all EU member states in future in determining policies on dementia services and procedures for diagnosis.
- The deadline for Stage One 'Expression of interest' applications was 16 January 2013. These initial bids were assessed and successful applicants were invited to submit more detailed bids. The Stage Two 'Detailed Bids' were assessed again and on 25 July 2013 the Secretary of State for Health announced details of the 116 successful projects which have been granted funding – 42 projects within the NHS, including hospital wards, and 74 within a local authority setting, including care homes.

## Capital funding for dementia friendly environments

- On 25 October 2012, the Secretary of State for Health announced a £50m dementia friendly environments capital investment fund to support the NHS and social care to create dementia friendly environments. Local authorities, working in partnership with social care providers and the NHS, were invited to bid for a share of the £50m capital funding to invest in 2013/14. The funding is aimed at expanding the range of health and care services offering to fund dementia friendly environments – and to help stimulate further use of supportive environments to help the growing number of people with dementia get the best possible care.
- We are working closely with Alzheimer's Society on the continued implementation of the Dementia Friendly Communities workstream of the Prime Minister's Challenge on Dementia. Work underway includes the second phase of the intergenerational project, which is being funded by the Department, to raise awareness of dementia among children and young people, and work to support sporting organisations to become more dementia friendly.



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## Dementia Friends

- Dementia Friends is an Alzheimer's Society initiative which is being co-funded by the Department of Health and Cabinet Office and aims to increase awareness and understanding of dementia by educating one million people to become Dementia Friends by 2015. Over time, it is hoped that Dementia Friends will go on to learn more about dementia or to participate in ways to help support people with dementia, for example through volunteering. We have committed to rolling out Dementia Friends to our own staff and now have over 500 Department of Health Dementia Friends.

## NHS Expo

- We organised the Dementia Village at the National Healthcare Innovation Exposition (EXPO) in March 2013, which attracted approximately 6,000 visitors, including members of the public, health and social care professionals and researchers. The Dementia Village was the first ever model dementia friendly village and showcased innovation and achievements across the Prime Minister's Challenge on Dementia, as well as a wide range of practical approaches to supporting people to live well with dementia..

# DESIGN COUNCIL

**Design Council champions great design to improve lives. We stimulate innovation in business and public services, improve our built environment and tackle issues such as ageing and obesity.**

## What we did this year

- We continued to support the products and services created as part of the 'Living well with dementia' Design Challenge, aimed at improving quality of life for people with dementia and their carers:
  - *ode*, which uses high quality food fragrances to stimulate appetite and reduce malnutrition, has undergone successful trials and is now available for sale. *ode* won the 2013 UK Creative Business Cup competition
  - *Dementia Dog* was successfully piloted with two families, and two dogs are now in full service, with a further two in training.
  - *Trading Times* – a service to help carers find suitable employment – was launched in the London Borough of Barnet and recently won a Barnet Council Big Society Innovation award.
  - *buddiband* – an personal alarm and location tracker – is due to launch in October 2013.
- We have also showcased this work at our Ageing Better by Design forums, Naidex and Cheltenham Design Festival.

## What we will do next year

Through our Ageing Better by Design programme, we will:

- Actively seek new opportunities to run design and innovation challenges relating to dementia and ageing. Please contact us if you're interested in collaborating.
- Actively seek new opportunities to run design and innovation challenges relating to dementia and ageing. Please contact us if you're interested in collaborating.
- Continue actively to participate in the Prime Minister's Champion Group on Dementia Friendly Communities and wider policy and advocacy activities on design for dementia.
- Continue to disseminate insights and evaluation from the programme and convene our networks of design, business, research and healthcare through events.
- Support the five Living well with dementia Design Challenge projects as they seek further funding and partnerships, and scale.



### Design Council

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# ENGLISH COMMUNITY CARE ASSOCIATION

**The English Community Care Association (ECCA) is a representative body for care providers. There are over 6,400 services in our membership. Our strategic priorities are funding for quality care, proportionate regulation, workforce development and innovation and development.**

## What we did this year

- Raised the profile of the Dementia Declaration and dementia care services within the independent sector.
- Developed the Dementia Pledge on workforce.
- Added over 120 new providers to the Dementia Care and Support Compact.
- Worked with large providers on the Your Care Ratings scheme.
- Worked with the Department of Health to develop transparency measures.
- Developed the National Care Home Open Day.
- Supported life story work.
- Supported the development of end of life care for people with dementia.

## What we will do next year

- Run International Care Home Open Day (20 June 2014).
- Encourage more providers to sign up to the Dementia Care and Support Compact.
- Encourage more providers to sign up to the Dementia Pledge.
- Develop volunteering opportunities in care homes.

34

# EXCEL CARE

**Excelcare provides a wide range of residential homes, nursing homes and domiciliary care. We maintain our successful reputation as a leading UK care home provider by continuing to deliver high quality services tailored to the needs of elderly people, including those with dementia.**

## What we did this year

- Made successful applications for funding for dementia friendly areas in Milton Keynes homes for a relaxation/therapy room, fitness studio and themed units.
- Continued training including dementia care diplomas for senior staff.
- Encouraged local community input with events including street fairs, days out and parties.
- Continued Dementia Steering Group meetings in the company.
- Continued development and training for home and regional dementia champions.
- Implemented the Namaste care approach throughout our London homes with interest from across the world.

## What we will do next year

- Continue to improve our environments, both internal and external.
- Continue to integrate local communities into our services.



### Excelcare

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[www.excelcareholdings.com](http://www.excelcareholdings.com)

# EYEWAY SIGNS

**Eyeway Signs manufactures bespoke signage for the care home industry. Through the use of bold text, braille lettering and clear imagery, our signage has been designed specifically with people with learning difficulties and those with dementia in mind.**

## What we did this year

- Took part in the Memory Walks in and around Birmingham.
- Further enhanced the suitability of our signs for people with dementia, in consultation with professional bodies.
- Set up a National network of field care home auditors and advisors.
- Ran a field and internal campaign to make care homes aware of the necessity for clear and friendly dementia signage.
- Appointed a product and business development manager.

## What we will do next year

- Work with the Alliance to further advance and focus our product range, with the introduction of colour photographic graphics and font types more acceptable to people with dementia.
- Run in-house dementia care training.
- Introduce several new and innovative product ranges.
- Continue to promote specialist dementia Care Home Signage at seminars and events nationwide.
- Support charitable dementia events



### **Eyeway Signs**

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36

# FIND

**Find design and manufacture products to help people cope with their environment when cognitive disabilities make this an ever-increasing challenge.**

## What we did this year

- Continued to listen to our customers to learn more about what people are challenged by on a daily basis and then devised practical, achievable solutions that we can provide to alleviate their difficulties.
- Became more active in our local and regional Dementia Action Alliances, particularly with reference to the Dementia Friendly Cities initiative.

## What we will do next year

- Continue to listen and develop our offerings but with an increased emphasis on people living in their own homes.
- Contribute more to the dementia friendly world by working with retailers and institutions (where we can secure an attentive ear) through the local Dementia Action Alliance to encourage them to create more dementia friendly environments.



### Find

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# FOUR SEASONS HEALTH CARE

**The leading independent healthcare provider in the UK, we own and operate over 500 care centres and nursing homes. Our homes are unique and we are proud to offer consistently high standards of service and care. We provide quality dementia care that is supported by a dedicated dementia team.**

## What we did this year

- Continued to use Dementia Care Mapping – a specialised observational assessment tool – to establish the views of people living with dementia. We have delivered five courses to 150 staff during 2013.
- Trained 2,255 staff in dementia-related courses.
- Carried out the annual review of the PEARL criteria and dementia care policies, which remain aligned to latest government recommendations, ie National Dementia Strategy and CQC Outcomes.
- We now have 59 homes accredited with the PEARL award and a further 79 homes are currently working towards the project.
- Developed two in-house dementia development programmes for care staff and nurses, aligned to the Qualifications and Credit Framework dementia modules.
- Received a 'Highly Commended' recognition at the Nursing Times Award, shortlisted at the Guardian Public Service Awards and the Health Investors Awards.
- Expanded the Dementia Care Team from 12 to 15 staff members.

## What we will do next year

- Continue to roll out the PEARL programme to other dementia care homes within our organisation.
- Continue to review PEARL and the criteria to ensure it is current and reflects the needs of our resident and staff.
- Review our Dementia Care Manual to ensure it continues to support the PEARL criteria while reflecting best practice.
- Continue to review the training needs of our staff to ensure we deliver training that is current and beneficial.
- Members of the Dementia Care Team will continue to expand on their knowledge and share this information.
- Continue to collect data to record the benefits of PEARL, which have included significant reductions in antipsychotic medication.
- Continue to use Dementia Care Mapping and provide support for existing Dementia Care Mappers.



### Four Seasons Health Care

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38

# GUINNESS CARE AND SUPPORT

**We support over 10,000 people to maintain their independence and to live a full life. We focus our services on older people and provide services across the country, which include retirement living, care homes, home care, extra care, supported living and telecare.**

## What we did this year

- Reviewed the dementia training needs of our care and support staff.
- Promoted Dementia Friends to staff and customers in The Guinness Partnership.
- Joined the National Housing Federation housing and dementia research group.
- The Guinness Partnership agreed to fund research into the role housing associations can play in providing services to support people with dementia to continue to live independently in their own homes.
- Agreed to include good practice regarding people with dementia in the design and maintenance of our properties.
- Made good practice resources available to staff.

## What we will do next year

- Ensure our customers with dementia have the opportunity to fully contribute to our Festival of Creativity 2014.
- Roll out our revised dementia training for care and support staff.
- Carry out research into the role housing associations can play to support people with dementia to live independently.
- Review our personalised care and support plans to ensure they fully meet the needs of people with dementia.
- Continue to identify and promote good practice within our organisation.
- Continue to promote Dementia Friends within The Guinness Partnership.
- Deliver new training for care and support staff.



### Guinness Care and Support

Denise Brennan

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# HALLMARK CARE HOMES

**Our dementia care homes offer safe, compassionate communities where people living with dementia can thrive, supported by knowledgeable, skilled teams able to support people at all stages of their journey. Our commitment is to support people to lead dignified, active, fulfilled and happy lives**

## What we did this year

- Employed a Dementia Specialist to further develop our dementia strategy and support our care homes in England and Wales.
- Improved the dementia knowledge and skills for care team induction. Introduced a six-month training programme specifically for nurses and separately for senior carers to enhance their knowledge and leadership skills caring for people living with a dementia.
- Personalisation and inclusion – continued to improve our care planning process including more collection of more detailed information surrounding life journey and biography to reflect the uniqueness of the individual.
- Provided opportunities for families and friends to come to our communities to learn more about the experience of dementia and strategies for supporting people living with dementia.
- Provided education sessions in schools local to our care home in Southend.
- Opened two new care homes and refurbished three of our existing care homes to create innovative, dementia friendly environments.

## What we will do next year

- Continue embed research and evidence-based practice in our teaching and learning for care teams.
- Provide a bi-monthly forum for managers to support leadership through best practice across our homes.
- Recruit a dementia lead for each care home and train and support dementia champions for all our homes to promote best practice.
- Create and deliver a programme of information and support sessions for families and friends of people living with dementia within all our care homes and in the wider communities.
- Engage young people in schools local to our care homes to raise awareness of dementia.
- Continue to use research and evidence-based practice in design for dementia to drive the building of beautiful and innovative dementia friendly communities with state-of-the-art facilities.
- Commission and participate in research to improve knowledge and best practice in dementia care.



### Hallmark Care Homes

Suzanne Mumford

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40

# HEALTH EDUCATION ENGLAND

**Health Education England is an arms length body of the Department of Health. We are the new body responsible for the education and training of the entire workforce, across the 350 careers that are delivering health services. We will ensure that the workforce has the right skills, behaviours and training, and is available in the right numbers, to support the delivery of excellent healthcare and drive improvements.**

## What we did this year

- We will ensure that by March 2014 100,000 NHS staff have received dementia awareness training. This will mean that staff are aware of the needs of patients and their families and carers, are able to spot the early symptoms of dementia, know how to interact with people with dementia and signpost people to the most appropriate care.
- We will ensure that all newly qualified staff receive dementia awareness training.
- Establish the requirements of training for practitioners and for expert leaders working with people with dementia.

## What we will do next year

- Roll out a series of e-learning modules to support training of staff to:
  - Ensure that all newly qualified staff receive dementia awareness training.
  - Fulfil the requirements of training for practitioners and for expert leaders working with people with dementia.
- Look at the needs of people with dementia as part of a community nursing strategy programme moving care from acute to home settings.



# HFT

41

**Hft is a national charity, providing local support services for people with learning disabilities throughout England. We support people to live life the way they choose – whether providing support for just a couple of hours a week, or 24 hours a day.**

## What we did this year

As people age we have been proactive in sourcing information and training to ensure quality support for people with learning disabilities. During 2013 we merged with another provider, Self Unlimited. Together we now support more than 3,000 adults with learning disabilities and as part of this merger we will be further developing our specialist services including dementia and ageing

## What we will do next year

A new team has been formed under the leadership of the Director for Specialist Services and this team will be working on the way forward with providing services to people with a learning disability as they age.



**HFT**

Saki Harts

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42

# HOUSING 21

**Housing 21 is a social enterprise providing homes and services that enable people to enjoy a good later life. We help people increase their independence and take control of the services they receive. We are the largest not-for-profit care provider in England and a leading developer of extra care housing.**

## What we did this year

- Expanded our 'Dementia Voice Nurse' service into three new areas. The nurses provide expert services for people with dementia at the end of their lives, ensuring that they and their families are treated with dignity. The service was a finalist in the Dementia Excellence category at the 2013 Care Integration Awards.
- Completed our Portable Care pilot in Bristol; a project tailored to support residents with dementia who were admitted to hospital with our care staff working alongside hospital staff.
- With the Mental Health Foundation, continued our Self Help partnership. This involves running three peer support groups in extra care housing schemes in London. Early findings show that the groups have improved people's mental health and reduced loneliness and social isolation. Group members are supporting each other and learning new ways of coping with their memory loss and becoming friends.

## What we will do next year

- Roll out Dementia Friends training not only for front line staff but for staff across our business.
- Continue to speak up for people with dementia in our external policy and influencing activities, through conference presentations and publications. We will publish a final report from our Portable Care Project in 2014.
- Seek funding opportunities in order to expand our Self Help project with the Mental Health Foundation to older people's housing schemes across the South East and hopefully nationally thereafter.
- Continue to carry out research to help us to hear the voices of people with dementia and improve services for them.
- Continue to expand our Dementia Voice Nurse service.
- Promote awareness of dementia in our housing schemes and communities where we work, offering our residents and service users the opportunity to become Dementia Friends.



### Housing 21

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# HOUSING AND DEMENTIA RESEARCH CONSORTIUM (HDRC)

**The Housing and Dementia Research Consortium (HDRC) is the largest UK network of housing and care providers, commissioners and other interested parties. We are committed to achieving timely, appropriate high quality research focused on 'what works' in order to directly influence policy and practice in relation to accommodation and care for people with dementia in the UK.**

## What we did this year

- Sought funding under the 'Dementia: prevention, intervention and care' Economic and Social Research Council/National Institute for Health Research (NIHR) research initiative. We collaborated on a proposal for a large research programme with a number of workstreams. The proposal, submitted in September 2012, was unsuccessful.
- Continued work on the NIHR/School of Social Care Research funded project, 'Developing best practice in social care and support for adults with concurrent sight loss and dementia within different housing settings'.
- Continued our policy-related work, contributing to the Housing and Dementia Working Group.
- Contributed to the launch of BSI dementia standards.
- Attracted new members to the core/steering group and secured the future of the consortium for another year.

## What we will do next year

- Continue to attract new core members/funders in order to secure a longer future for HDRC.
- Seek funding for three 'oven ready' proposals on: the impact of interaction with the outside community on people with dementia in extra care/continuing care and on local residents; features of dementia friendly housing; the impact of interaction with nature on people with dementia living in different settings.
- Organise a round table event of HDRC members to review original research priorities, generate new ideas for research and raise the profile of our ongoing work.
- Pursue funding from within the membership for an in-house research project that expands on last year's small scale study in order to build a more comprehensive understanding of the current state of provision for people with dementia within housing with care.



### Housing and Dementia Research Consortium (HDRC)

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# HOUSING LEARNING AND IMPROVEMENT NETWORK

**The Housing Learning and Improvement Network (LIN) is the leading ‘learning lab’ for a growing network of housing, health and social care professionals in England engaged in planning, commissioning, designing, funding, building and managing housing with care and other housing-related services for older people including those with dementia.**

## What we did this year

- Joined the Dementia Action Alliance.
- Contributed to the Prime Minister’s Champion Group on health and care.
- Contributed to a sector-led working group on housing and dementia aimed at influencing policy and practice.
- Published or co-published a number of influential reports, case studies and other learning material which covered a specific housing with care scheme; design principles; dementia friendly communities; and a range of housing-related solutions to support people with dementia.
- Redesigned our highly regarded website, creating Focus on Dementia, targeted at our housing members, including extra relevant material on our website, for example: NICE standards; dementia care green handbook; design checklist; and personal stories.
- Publicised dementia-related reports, stories and events in our newsletter, which reaches over 40,000 network members.
- Held or participated in events to promote dementia-related learning and share good practice, eg housing and dementia conference and a dementia event in London.

## What we will do next year

- Continue to disseminate and influence good practice through our networks, website, newsletters and events including:
  - Influencing housing policy and funding mechanisms.
  - Producing cutting-edge case studies and reports that highlight innovative approaches in housing for people with dementia.
  - Maintaining our dedicated webpages as a ‘centre of online excellence’ on housing for people with dementia.
  - Including key dementia-related items in our bi-monthly newsletter.
  - Providing support and sounding board to others on housing and dementia issues via our ‘learning lab’
- Seek to raise awareness, understanding and improved practice within housing settings by encouraging housing providers to join the Dementia Action Alliance and implement their own actions.
- Encourage housing providers to work with others to develop dementia friendly communities.



### **Housing Learning and Improvement Network**

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# INNOVATIONS IN DEMENTIA COMMUNITY INTEREST COMPANY

**We run innovative and creative projects that demonstrate what people with dementia can do, and test out innovative ways of engaging with people with dementia. Our work is underpinned by our belief that while a diagnosis of dementia might be life-changing it need not be life-ending.**

## What we did this year

- Undertook the second stage of DEEP (Dementia Empowerment and Engagement Project), funded by the Joseph Rowntree Foundation (JRF), supporting the development of a UK-wide network of involvement groups who want to influence dementia services and policies locally, regionally and nationally.
- In partnership with the National Development Team for Inclusion, continued the 'Circles of Support' for people with dementia.
- In partnership with Shared Lives South West, completed a national project to develop Shared Lives opportunities for people with dementia.
- Continued to disseminate guidelines and toolkit for developing dementia friendly communities.
- Worked on 'Dementia without walls', a JRF-funded project looking at making York a more dementia friendly city.
- For Age UK, worked with 15 local services to ensure that their mainstream services are dementia friendly.
- Worked with people with dementia to revamp the Social Care Institute for Excellence's Dementia Gateway.

- Started a project to test whether people with dementia can learn and benefit from mindfulness mediation.
- For the University of York, supported the involvement of people with dementia on a virtual project advisory board and as research participants.

## What we will do next year

- Focus on the DEEP project, investigating ways to support the development of peer support and activity by people with dementia.
- Continue to work with people with dementia to find ways to show what people with dementia can do.
- Use and develop methods and approaches that mean that people with communication problems can continue to be involved in our work. We will maintain and develop our ThinkTank of people with dementia, as well as our partnerships with services for people with dementia.
- We are committed to working with people with more advanced dementia and those who are seldom heard, for example people from black and minority ethnic groups.



**Innovations in Dementia  
Community Interest Company**  
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# INTERNATIONAL LONGEVITY CENTRE-UK

**The International Longevity Centre-UK is the leading think tank on longevity and demographic change. It is an independent, non-partisan think tank dedicated to addressing issues of longevity, ageing and population change. We develop ideas, undertake research and create a forum for debate.**

## What we did this year

- Conducted the Dementia and Prevention project, examining the public awareness and prevalence of risk factors for dementia and the way in which these could be used to target public health campaigns. (Launch date: October/November 2013. Funder: Pfizer US.)
- Research approach: an initial evidence review, data analysis, the undertaking of a new survey and further data analysis, a policy review, focus groups and an expert stakeholder meeting.
- Project aims: to gain greater understanding of the trends in the levels of known risk factors of dementia and to establish the implications for the future, and also to identify appropriate health responses aimed at raising awareness and understanding of these risk factors.

## What we will do next year

- Undertake the Dementia and Stigma project, exploring dementia and stigma from a multidisciplinary perspective. (Launch date: 3 February 2014. Funder: Pfizer US, Medical Research Council, Alzheimer's Research UK and Alzheimer's Society.)
- Research approach: an expert stakeholder group will convene at a high level dinner debate to discuss and explore insights from differing perspectives on this topic. The results from this debate will be written up as a comprehensive summary report, drawing together strands of previously disparate research.
- Project aims: through this process it is envisaged that new insights will be gleaned as to why there is such a high toll of stigma surrounding dementia as a condition.





# JACKIE POOL ASSOCIATES LTD

47

**Jackie Pool Associates supports dementia care service providers to deliver excellent services that enable people to live well with dementia. We develop and deliver dementia care training and leadership programmes and consultancy on the development of specialist dementia care physical and social environments.**

## What we did this year

- Improved the knowledge and skills of the dementia care workforce. We partnered with two publishers and with a training provider to create accessible pathways for cost-effective sustainable learning that is endorsed.
- Improved the Leadership in Dementia Care Settings. We delivered our specialist Bee Inspired Dementia Care programme to 122 Front-line Leaders from 98 care settings. We have mapped this programme to the National Skills Academy Leadership Qualities Framework to ensure the quality of our programme.
- Worked with communities to develop Dementia Friendly Communities. We have joined our local Dementia Action Alliance and acted as a volunteer to help with the launch and to educate local businesses about dementia friendly communities.
- Campaigned for raising the standard in dementia care homes. We set up a free web-based resource for families and created a Dementia Champions LinkedIn group for sharing best practice, which currently has 414 members.

## What we will do next year

- Increase our partnerships so that we can further offer a range of ways of accessing learning.
- Work with the independent sector in order to support care providers to access funding for our dementia care leadership programme.
- Work with local businesses to support the development of dementia friendly high streets.
- Develop an annual event for sharing and celebrating excellence in dementia care and support.
- Increase our Dementia Champions membership.
- Develop a unique cloud-based resource for enabling people with dementia and their families to engage in activity and daily life.



### Jackie Pool Associates Ltd

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48

# JEWISH CARE

**Jewish Care is the largest health and social care charity for the UK's Jewish community. With 1,000 staff and 2,500 volunteers we run 70 centres and specialist services throughout London and the South-East.**

## What we did this year

- Expanded our collaboration with Alzheimer's Society to host and support two Singing for the Brain groups.
- Launched a further two dementia cafes (Memory Way Cafes) so we now run three cafes in total.
- Held a seminar for the local community (North West London) on understanding dementia.
- Worked with the Jewish media to increase awareness of dementia.
- Installed My Life Software touchscreen equipment in all our care homes and centres for people living with dementia.
- Began a trial for 'active communities' in one of our care homes, encouraging residents' involvement in activities of daily living, supporting person-to-person relationships and avoiding institutionalisation.
- Building and refurbishment work to upgrade our resources to meet people's aspirations.
- Continued collaboration with other arts and community organisations to ensure people living with dementia have opportunities to engage with the community and enjoy the arts.

## What we will do next year

- Expand our collaboration with Alzheimer's Society to host and support a third Singing for the Brain group.
- Run a series of articles in the Jewish media promoting better understanding of dementia and encouraging dementia friendly communities.
- Support the development of dementia friendly communities through a series of community seminars.
- Promote and explore ways to ensure people living in our homes have meaningful lives and that our homes are deinstitutionalised.
- Continue to work with arts and community organisations to strengthen collaborations that can support fulfilment and better quality of life for people living with dementia in care homes and in their own homes.
- Continue to support the development of our front line staff through the Disability and Dementia Team and through QCF qualifications.
- Continue to support people to make plans for their end of life care and preferences.



### Jewish Care

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49

# JOSEPH ROWNTREE FOUNDATION/JOSEPH ROWNTREE HOUSING TRUST

**We are two charities, working together for social justice, and sharing trustees and directors. JRF is an endowed foundation funding a UK-wide research and development programme. JRHT is a registered housing association and provider of care services, managing around 2,500 homes.**

- Joined the European Foundations' Initiative on Dementia, in order to share learning across Europe.
- Played an active role in the Prime Minister's dementia friendly communities champions group and presented on dementia friendly communities at events in the UK and Europe.
- Funded the development of a new learning network for dementia friendly communities in Wales.

## What we did this year

- Developed our major new programme of work called 'Dementia without Walls', which includes strands on empowering people with dementia, dementia friendly communities and thinking differently about dementia. Recruited a community development worker to support this work.
- Alongside our new funding partner Comic Relief, supported our Dementia Engagement and Empowerment Project (DEEP), in partnership with Innovations in Dementia and Mental Health Foundation. There are already over 20 user-led groups that are part of DEEP and the movement is growing fast.
- Continued to support the development of dementia-friendly communities across the UK, including local initiatives in York and Bradford. Allocated grants to small projects in York.
- Helped establish local Dementia Action Alliances in York and Bradford and supported our regional Dementia Action Alliance.
- Kicked off a major internal initiative (Conversations about Dementia) to become a dementia friendly organisation/employer.

## What we will do next year

- Continue with all of the above!
- Fund one or more projects on the theme of 'thinking differently about dementia', as well as potential work in Scotland and Northern Ireland.
- Produce a set of case studies and high quality photos, as well as short films, reflecting work in dementia friendly communities.



**Joseph Rowntree Foundation/  
Joseph Rowntree Housing Trust**

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50

# KIM GROVE – GARDEN DESIGNER

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**I am a garden designer specialising in designing gardens for people with dementia.**

## What we did this year

- Raised the profile of the benefits of gardens for people with dementia and of design safety features appropriate for dementia friendly gardens. I did this at care shows, flower shows, exhibitions, in journal and newspaper articles, at interviews and with care home managers and staff.

## What we will do next year

- Continue to raise the profile of dementia friendly gardens.
- Advise on and design dementia friendly gardens.



**Kim Grove – Garden Designer**

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# LADDER TO THE MOON

**Ladder to the Moon provides workforce and service development that supports health and care organisations to develop active, creative, vibrant care services. We use approaches that incorporate creativity and arts and involve staff, older people living with dementia and other long-term conditions, and the wider community.**

## What we did this year

- Delivered our flagship Studio programmes in 36 care settings, providing highly enjoyable experiences for people living with dementia while coaching staff to work creatively and as a team to better support well-being.
- Launched a new, highly accessible training programme specifically tackling basic communication and enablement skills for carers. Evaluation data from the first 132 participants in this programme suggested a 15% increase in participants' confidence in their ability to support people living with dementia.
- Piloted a new community development programme for a housing setting which centred around preparing for, holding and celebrating shared creative events and which resulted in a demonstrable reduction in isolation and loneliness for tenants living with dementia.

## What we will do next year

- Focus our programmes on causing high quality, person-centred opportunities for activity and engagement that will support the dignity, choice and well-being of those living with dementia.
- Continue our programme for carers and develop tailored programmes for senior teams.
- Roll out our new community development programme based on the successful pilot this year.



### Design Council

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# LEWY BODY SOCIETY

**The Lewy Body Society is the only charity in Europe exclusively concerned with Lewy body dementias (dementia with Lewy bodies and Parkinson's dementia). We support research into these dementias and raise awareness among the general public, the medical profession and policy makers to ensure that people affected by Lewy body dementias get the best possible treatment, care and support.**

## What we did this year

Working in partnership with Parkinson's UK, we:

- Raised awareness of the distinct needs of people affected by Lewy body dementias through media work, responding to NICE consultations (social care and mental well-being in care homes) and exhibiting at a wide range of events for health and social care professionals.
- Provided telephone, written and online information and support to people affected by Lewy body dementias.
- Set up a multidisciplinary Specialist Advisory Committee of expert health and social care professionals to provide leadership on Lewy body dementias and continued to grow our 'experts by experience' group.
- Funded research into genetics and potential treatments for dementia with Lewy bodies and took an active part in the James Lind Alliance Dementia Research Priority Setting process.

- Supported the growth and impact of the Dementia Action Alliance through publicising work of other member organisations, engagement in meetings, the Early Diagnosis Steering Group, website development forum and exchange of information with the emerging Regional Networks.

## What we will do next year

- Publish and disseminate new information and educational resources for people affected by dementia with Lewy bodies and frontline health and social care professionals.
- Devise training materials for legal and financial practitioners working with people affected by Lewy body dementias, in collaboration with Solicitors for the Elderly and the Society of Trust and Estate Practitioners.
- Fund research to improve the well-being of people affected by Lewy body dementias.
- Develop all strands of our current partnership with Parkinson's UK and, extending that collaboration to other organisations, pilot and develop support groups for people affected by Lewy body dementias.



### Lewy Body Society

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## LILLY UK

**A leading innovation-driven company, Lilly makes medicines that help people live longer, healthier, more active lives. We have a long heritage in discovering medicines for conditions that affect the human brain. We are applying the latest research in the fight against conditions such as Alzheimer's, Parkinson's, depression and schizophrenia.**

### What we did this year

- Worked with the world's best scientists across industry and academia through a number of forums and initiatives. Our research continues to evolve as our neuroscience portfolio moves through key stages of development; this includes our work in the area of potential disease modifying treatments.
- Involved people with dementia and their doctors in our clinical trial programme at multiple locations across the UK.
- Partnered with Alzheimer's Society on the national 'Worried About your Memory' campaign, making significant inroads into raising awareness of symptoms and reducing the stigma associated with dementia.
- Continued to invest resources in furthering our understanding of the UK dementia landscape, and in particular the needs of people with Alzheimer's disease and their carers.

### What we will do next year

- We are committed to our innovation strategy and to developing new medicines and diagnostics for the next generation of treatments to improve the lives of people with dementia and their carers.
- We are also active in the European Innovative Medicines Initiative (IMI); a series of joint public/private funded programmes designed to address key healthcare problems. We are working with several other pharmaceutical companies and academics to share data and run joint studies aimed at improving our basic understanding of Alzheimer's disease.
- We will continue to partner with Alzheimer's Society to support their early diagnosis campaign.



#### Lilly UK

Lolita Banerji

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# LOST CHORD

**Lost Chord is a charity that organises therapeutic interactive musical sessions, in residential homes and day centres, for people with dementia. Using highly trained professional musicians with a variety of musical instruments and styles, we attempt to improve well-being, quality of life and self-esteem.**

## What we did this year

- Participated in an event in Rotherham, in partnership with Alzheimer's Society and Dementia Prevention Group, to promote Dementia Friendly Communities, encourage the training of Dementia Champions and facilitate the membership of Dementia Friends.
- Gained a Social Prescribing Grant, which, supplemented by contributions from relatives of people with dementia, means we are able to perform monthly in five memory cafes across the region.
- Doubled and in some cases tripled the number of people attending Lost Chord sessions, which has in turn increased the numbers of people with dementia seeking early diagnosis.
- Appeared in the Channel 4 documentary *Attenborough meets Borg* with excerpts from Professor Oliver Sacks confirming the impact of music on the brain and the importance of using music in the care of people with dementia.
- Took advantage of opportunities to promote the therapeutic use of music for people with dementia, for example by performing in the Dementia Village at the National Health Innovation Conference and appearing on the National Lottery Good Causes programme.

## What we will do next year

- Further promote Lost Chord sessions in dementia cafes, which we hope will:
  - Promote volunteering and raise awareness of living well with dementia, particularly in a dementia friendly community environment.
  - Draw whole families together to help them come to terms with the disease and its impact on their relative with dementia.
  - Encourage community support through fundraising activities.
- With Alzheimer's Society, promote tea dances for people in the early stages of dementia. The aim is to make a significant difference to their lives immediately after diagnosis, offering them a positive approach and a reason to be more optimistic about planning future care while they remain able to do so.



# MENTAL HEALTH FOUNDATION

**We are a UK charity that does social research, service improvement, training and evaluation, policy work, and provides public information on public mental health and well-being, and issues affecting people of all ages with mental health problems, dementia, and learning disabilities.**

## What we did this year

- Provided expert consultancy, web development and administrative support to the Dementia Engagement and Empowerment Project (DEEP), in collaboration with Innovations in Dementia. The report from the first phase of DEEP was published by the Joseph Rowntree Foundation, who funded the project ([www.jrf.org.uk/publications/stronger-collective-voice](http://www.jrf.org.uk/publications/stronger-collective-voice)) and more information and films are available at: [www.mentalhealth.org.uk/deep](http://www.mentalhealth.org.uk/deep). DEEP has its own dedicated website at: <http://dementivoices.org.uk>.
- Continued with the self-help project for people with dementia, in partnership with Housing 21. We facilitated three groups and initial findings showed significant benefits for people's quality of life and social connectedness. We are hoping to secure funding to roll these groups out more widely.
- Published a report on older prisoners with dementia, [www.mentalhealth.org.uk/publications/losing-track-of-time](http://www.mentalhealth.org.uk/publications/losing-track-of-time).
- Completed a research project looking at direct payments for people who lack capacity to consent, including people with dementia.

## What we will do next year

- Continue to support DEEP.
- Complete the dementia self-help project and publish the evaluation report and project resource pack. Secure funding to roll out further our self-help, peer support groups for people with dementia.
- Publish findings and resources from the direct payments project.
- Build a cross-sector collaboration to raise awareness and improve understanding of the Mental Capacity Act.



### Mental Health Foundation

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56

# MHA CARE GROUP

**Methodist Homes (MHA) is a national charity providing a range of accommodation, care and support services to 16,000 older people. We are among the largest charities in Britain and one of the most well-established, providing services to older people for 70 years.**

## What we did this year

- Received external recognition from the leading industry analyst Laing and Buisson as part of their Independent Healthcare Awards. MHA was named as Best Residential Care Provider with particular mention of our chaplaincy and music therapy services which provide valuable support to our residents and in particular residents who are living with dementia.
- Continued to extend our support to more older people who are living with or without dementia, whether in our community Live at Home schemes, our retirement living communities or our care homes. At the Fairways in Chippenham, Wiltshire, the first part of our new care village has opened to include a care home offering residential and dementia specialist care.
- Continued to invest in our people. We have trained 32 Dementia Facilitators to further improve our specialist care across our care homes for residents living with dementia

## What we will do next year

- Through our Dementia Facilitators, continue to deliver specialist training, developed with Bradford University, to our staff, enabling them to set an example of good practice in the workplace.
- Continue the pioneering work delivered by our dedicated team of music therapists. We have recently commissioned further independent research into the value and contribution of this service to our residents.
- Continue to build on the success of our Volunteer Co-ordinators who play a vital role in supporting our much-valued volunteers, who in turn help to provide a supportive and interactive environment for our residents.
- Look at further opportunities to support older people and their carers in the community by offering services such as the dementia cafe at Field Court in York and through the provision of carer support groups, befriending and signposting to our care homes where further support can be offered.



### MHA Care Group

Paul John

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# MY LIFE SOFTWARE

**We are a provider of touchscreen technology that enhances the life of those with dementia. This is achieved through digital reminiscence and life story work and engages the individual, stimulating them and helping to reduce agitation.**

## What we did this year

- Developed a range of case studies across health and social care settings to highlight the improvements that have been experienced by people with dementia and their families and carers using the software.
- Developed an android version of the software that can be used in a variety of settings including people's homes.
- Supported an initial pilot programme for acute hospitals, 'The Right Care' – a call to action to create dementia friendly hospitals.
- Improved patient experience in hospitals through development of a printable, digital co-designed life story collage that supports the 'this is me' good practice approach.
- Demonstrated improvements in mood and well-being for people with dementia and staff!
- Reduction in behavioural and psychological symptoms of dementia, this is to link into the patient satisfaction and the antipsychotic audit, which also measures outcomes of distraction therapy.

## What we will do next year

- Roll out a national pilot programme with acute hospitals supporting 'The Right Care' call to action.
- Build an improvement network to support co-design of further software with front line clinicians, people with dementia, their families and carers, with a focus on cognitive impairment assessment and timely diagnosis and on capturing carer satisfaction and supporting the achievement of the Commissioning for Quality and Innovation (CQUIN) goals.
- Provide impact assessment and case study evidence to highlight the improvements the software has made to people with dementia, their families and carers in a range of settings.
- Support local dementia alliances by providing an opportunity to participate in testing and evaluating the software for free in their memory cafes and across their communities.
- Planning is underway to go live with a web-based application as part of our ongoing development and commitment to make the software accessible in a variety of formats to suit the needs of different users.



### My Life Software

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58

# MYAGEINGPARENT.COM

**www.myageingparent.com is a UK-focused information website and social forum that aims to provide a central resource for everything you need, or want to know or discuss about elderly care.**

## What we did this year

- Published many articles on dementia and Alzheimer's and gave advice to carers on how to cope.
- Featured Alzheimer's Research UK and Alzheimer's Society as charities of the month, backed by medical articles and social media campaigns.
- Worked with the Department of Health on eliciting feedback on elderly care in the NHS.
- Worked with the Department of Work and Pensions on supporting Older People's Day.
- Worked with local authorities and NHS trusts to support adult services provision.

## What we will do next year

- Support dementia carers and people with dementia by providing information and advice and a forum to share experiences and ideas.
- Continue to publish articles on dementia and provide help for carers.
- Promote dementia awareness via social media.
- Continue to work with the Department of Health and Department of Work and Pensions to support dementia care.
- Continue to work with health professionals to support dementia care.



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# MYAMEGO HEALTHCARE LTD

**MyAmego designs and provides assistive technology systems to enable people living with dementia and other long-term mental health conditions to live more independently, whether in their own homes or communal settings, while helping their carers, both informal or professional, to recognise and meet their individual needs.**

## What we did this year

MyAmego Healthcare's focus has been and continues to be on supporting the lives of people with dementia and those that care for them; promoting well-being and supporting positive outcomes with dignity, through the use of technology. We have:

- Enhanced the system to increase its usability among a broader spectrum of people with dementia
- Continued to contribute to the debate on such aspects as what constitutes good care for people with dementia, the training requirements for carers and the use of technology in supporting people with dementia and their carers.
- Continued to work with providers to widen the scope for use of the system into new areas such as hospitals.

## What we will do next year

- Continue through our business activities to educate and influence those working directly for change in dementia care provision. Over the past four years through system demonstrations, exhibitions, speaking opportunities, the press, reference site visits and business meetings we have sought to reinforce and support current thinking about personalisation of care for people with dementia and illustrate how outcomes can be enhanced and measured with appropriate use of intelligent technology in such areas as re-enablement, well-being, condition monitoring, rehabilitation and medication management.



### Myamego Healthcare Ltd

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60

# NATIONAL ASSOCIATION FOR PROVIDERS OF ACTIVITIES FOR OLDER PEOPLE

**The National Association for Providers of Activities for Older People (NAPA) helps care staff support older people, including those with dementia, to live in the way that they choose, with meaning and purpose. With 3,000 members including care homes, housing, hospitals and day centres, we provide training, consultancy, resources and information. We also work to influence national policy and standards.**

## What we did this year

- With funding from Skills for Care, developed the first ever accredited QCF Level 2 Award in Supporting Activities in Social Care, including a specific unit on dementia awareness.
- Held our first national conference focusing on pioneering methods of relating with people with dementia to enhance choice, meaning and purpose.
- Our Olympic year challenge ('Going for Gold') saw UK care homes creating new opportunities for older people to be more physically active and have fun.
- Piloted the Benchmarking Best Practice in Activity Provision publication, designed with the College of Occupational Therapists.
- Developed a new Motivation Assessment Tool that helps to identify what activities will hold meaning and purpose for older people.
- Co-chaired an initiative to establish National Care Home Open Day in June 2012.
- Supported projects including 'Hair and Care', outdoor space, Namaste, Aged Care Channel, My Home Life and creative arts

## What we will do next year

- Seek funding for and develop a new Level 3 award in activity provision to meet a demand from more experienced activity staff in care facilities.
- Launch a new challenge, 'Home and Away', for care homes to develop new ways to integrate homes more into local communities.
- Hold our second conference focusing on individualised activity provision and life story work.
- Begin to develop a network of local ambassadors to represent and promote NAPA and best practice in dementia care.
- Develop a panel of external advisers to offer NAPA and its members expertise and advice in dementia, technology, catering and music, drama and alternative therapies.
- Improve how we get our message across to care providers and the general public, including on the internet, social media, working with more general community agencies.



**National Association for  
Providers of Activities for  
Older People**

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# NATIONAL CARE FORUM

19

**The National Care Forum (NCF) was established to promote quality care and support services and provide a voice for not-for-profit care providers. Our membership reflects the wide diversity of the care sector including home care, housing with care, day care, intermediate care, outreach services, residential and nursing care and specialist provision including for people with dementia.**

## What we did this year

NCF members:

- Worked hard to increase better public understanding of dementia through their organisational activities and contributions to national events.
- Worked closely with colleagues in health care to secure an early diagnosis for clients in receipt of services.
- Made information and support available to individuals.
- Worked hard to join up provision across health and social care. Many NCF members now employ Admiral Nurses.
- Are trying to engage and build relationships with commissioners in the new NHS landscape.
- Are committed to good quality (accredited) dementia care training.
- Are committed to recruiting staff with the right values and behaviours.

## What we will do next year

We will continue to work in partnership to influence the quality of care and support provided to people with dementia (and their carers) by:

- Promoting awareness and best practice to members through information, guidance, events and activities.
- Supporting dementia champions.
- Building on our relationship with the Social Care Institute for Excellence and resource initiatives such as the Dementia Gateway.
- Utilising our international networks to ensure learning on best practice from around the world is shared.
- Working with the National Skills Academy for Social Care to inform the leadership programme to support dementia care services.
- Leading work with the Department of Health to improve medication management in care homes.
- Completing joint work with National Council for Palliative Care on supporting people with dementia at the end of life.
- Ensuring that best practice from our members is disseminated and shared.



### National Care Forum

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# NATIONAL COUNCIL FOR PALLIATIVE CARE & DYING MATTERS COALITION

**The National Council for Palliative Care (NCPC) is the umbrella charity for all those involved in palliative, end of life and hospice care in England, Wales and Northern Ireland. NCPC and its Dying Matters coalition work to raise awareness and develop good practice in order to improve end of life care for all.**

## What we did this year

- Held the 7th Annual Conference on Dementia and End of Life: Rising to the Prime Minister's Challenge.
- Produced 'How would I know? What can I do: how to help someone with dementia who is in pain or distress'.
- Continued to work with NCPC's expert Dementia Steering Group to improve end of life care for people with dementia.
- Got involved at the Dementia Village at the NHS Expo, providing information and guidance on how best to join up the end of life and dementia agendas.
- Eve Richardson, CEO, worked as a member of the Prime Minister's Health and Care Champion Group.
- Developed a training DVD, 'Time to Talk, Doc?' to help GPs initiate end of life care conversations with people with dementia and their carers.

## What we will do next year

- Hold the 8th Annual Conference on Dementia and End of Life: The Prime Minister's Dementia Challenge – Ensuring the last years of life are not lost years, on 4 December 2013.
- Continue to work with our expert Dementia Steering Group to improve end of life care for people with dementia.
- Continue to contribute to the Health and Care Champion Group and to ensure that dementia friendly communities also support people in their later years and at the end of life to receive respect and dignified care and support.
- Continue to champion the voice of people with dementia and carers with experience of end of life care and bereavement; and relentlessly communicate the profound impact a poor death has on individuals, families and society as a whole.



# NATIONAL DEVELOPMENT TEAM FOR INCLUSION (NDTi)

**The National Development Team for Inclusion (NDTi) is a social change organisation that works to achieve a society that is inclusive of all people, where factors like disability and age are not an obstacle to people achieving good life outcomes.**

## What we did this year

- Continued to develop and implement Circles of Support for People with Dementia, working with more people with dementia and in partnership with a range of organisations, focusing on supporting people to live well and inclusively within their communities.
- Launched the Hampshire Circles project, working with Dementia Advisers, Volunteers and Community Independence Teams to develop and test the Circles approach with people with dementia.
- Continued to involve people with dementia in our wide range of work, ensuring developments result in real improvements in wellbeing and inclusion. Projects included: Widening Choices for Older People with High Support Needs; Older Leaders for Change, and two projects involving coproduction with older people who need support, including people with dementia. In one, coproducing a new commissioning strategy for older people with high support needs. In the other, coproducing a guide for excellent support for people living in, using and working in supported housing.

## What we will do next year

- Complete Circles of Support for People with Dementia and Hampshire Circles projects, continuing to work to meet individuals' goals, track progress, identify outcomes and ensure that support set up within individual circles is sustainable beyond the end of the projects.
- Work to develop outcome/evaluation measures for initiatives (such as Circles of Support) that contribute to dementia friendly communities.
- Continue to develop and promote the Older Leaders for Change programme.
- Undertake other work that helps support people with dementia to live positive, inclusive lives and ensures local services are designed to achieve this goal.
- Work with British Institute of Learning Disabilities to develop a toolkit on ageing with a learning disability, including early onset dementia in people with Down's Syndrome.
- Continue to challenge ageism and stigma around dementia in all our work.
- Capture learning and share lessons from our work to support the above.



### **National Development Team for Inclusion (NDTi)**

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64

# NATIONAL HOUSING FEDERATION

**The National Housing Federation is the voice of affordable housing in England. We represent the work of housing associations and campaign for better housing. Our members provide two and a half million homes for more than five million people. Nearly one in three of our tenants are over the age of 65.**

## What we did this year

- Our dementia and housing working group, set up with the Department of Communities and Local Government, fed into the work of the champion groups on dementia friendly cities and health and social care.
- The working group also worked with the Homes and Communities Agency to deliver a workshop on dementia friendly design.
- The Federation published a report on housing and dementia jointly with the Housing Learning and Improvement Network and Foundations. The report, 'Dementia: Finding Housing Solutions', was written by the Dementia Services Development Centre and looks specifically at the role of housing providers in early diagnosis of dementia.
- We held seminars to increase dementia awareness in the housing sector and improve understanding among health and social care commissioners of the importance of integrating housing with health and social care. We held two local roundtable events in Leicester and Leeds to share learning and practice between housing associations and health and social care commissioners.

## What we will do next year

- The dementia and housing working group is developing new approaches and content for research on the training needs of the housing sector on dementia.
- The Federation will hold another seminar to increase dementia awareness in the housing sector and improve understanding among health and social care commissioners of the importance of integrating housing with health and social care.
- We will promote partnerships and share learning through local roundtable events, bringing together housing and health practitioners to harness the positive impact of good housing and related services on people with dementia.



### National Housing Federation

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65

# NATIONAL INSTITUTE FOR HEALTH & CARE EXCELLENCE

**The National Institute for Health and Care Excellence (NICE) provides national guidance and advice to improve health and social care.**

## What we did this year

- In April 2013, we published our first social care quality standard on supporting people to live well with dementia.
- The standard describes high-priority areas for quality improvement and consists of a prioritised set of specific, concise and measurable statements. The standard is for all social care settings and services working with and caring for people with dementia, and can allow people to hold their local commissioners to account, help guide the commissioning of efficient and effective services and assist service providers and users to assess the quality of the services they are involved in.
- We have also produced a number of resources to help people use the quality standard, including a guide for commissioners.
- The dementia quality standard has been used to develop a pilot dementia care audit of care homes, run by the Healthcare Quality Improvement Partnership.
- The quality standard can be found at [www.nice.org.uk/QS30](http://www.nice.org.uk/QS30).

## What we will do next year

- Work with partner organisations to raise awareness of the social care quality standard on dementia among healthcare professionals, social care practitioners, people using dementia services and those caring for them. This includes supporting resources developed by the NICE Collaborating Centre for Social Care.
- Develop a number of guidelines on social care topics. These include:
  - Homecare – the delivery of personal care and practical support to older people living in their own homes.
  - Coordinated transition between social care and health care services.
  - Social care of older people with more than one physical or mental health long term condition in residential or community settings.
  - Medicines management in care homes.
- In April 2014, review our clinical guideline on dementia to assess whether it needs updating.

NICE collects a number of examples of where our guidance has been put into practice, so that others can share this learning. Search for 'dementia' at [www.nice.org.uk/sharedlearningexamples](http://www.nice.org.uk/sharedlearningexamples) to find relevant entries.



**National Institute for Health  
& Care Excellence**

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66

# NATIONAL SKILLS ACADEMY FOR SOCIAL CARE

**The National Skills Academy for Social Care is an employer-led organisation which aims to strengthen leadership skills and behaviours in people working at all levels of the workforce and beyond, in people using services and among communities. Many of our members care for people with dementia and support their carers.**

## What we did this year

- Produced a new programme to encourage good practice in relation to commissioning dementia services.
- Publicised our membership of the DAA to our members and stakeholders and promoted innovative dementia care approaches undertaken by our members.
- Developed leadership programmes for people at all levels of the social care workforce, designed to strengthen their leadership capacity and ability to innovate. By developing good leaders, we can ultimately help people with dementia feel included, supported, and enabled.
- Developed a specific programme of support for Registered Managers, including specialist support for Managers working with people with dementia.
- Supported Registered Managers and others working across the whole of social care through the publication of the Leadership Qualities Framework, a plain English guide to what good leadership looks like for anyone involved in social care, including those working with people with dementia.

- Established a Leadership Development Forum to drive innovation and champion leadership across the sector. Part of the Forum's work will include projects on leadership in residential care settings and in integrated care, and therefore on dementia services.

## What we will do next year

- Continue to build support for Registered Managers in care home and home care settings, including strengthening the information available to them so that they can improve the services they provide for people living with dementia.
- Continue our employer and stakeholder engagement programme, expanding our membership base to include more employers that support people with dementia and their carers.
- Further develop the Leadership Qualities Framework and Leadership Starts with Me, to support essential leadership qualities and behaviours needed to deliver best practice in social care, including care for people with dementia.



### National Skills Academy for Social Care

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# NHS CONFEDERATION

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67

**The NHS Confederation is the only body to bring together and speak on behalf of the whole NHS. We work with our members and health and social care partners to help the NHS guarantee high standards of care for patients and best value for taxpayers.**

## What we did this year

- In 2012, in partnership with Age UK and the Local Government Association (LGA), published *Delivering Dignity – securing dignity in care for older people in hospitals and care homes*, the report of the Commission on improving dignity in care for older people. The Commission made a number of recommendations on how to improve dignity in care for older people and people with dementia. We are continuing to work in partnership with Age UK and the LGA to support the implementation of the Commission's recommendations

## What we will do next year

- We will continue to work in partnership with Age UK and the LGA to support the implementation of the Commission's recommendations, including a specific project looking at how to support and empower nurses in hospitals to listen, learn and act on feedback from older people.

68

# NIHR DEMENTIAS AND NEURODEGENERATIVE DISEASES RESEARCH NETWORK (DENDRON)

**DeNDRoN is part of the National Institute for Health Research (NIHR) Clinical Research Network (CRN), supporting research to make patients, and the NHS, better. We support the development, set up and delivery of clinical research in the NHS in the dementias and other neurodegenerative diseases.**

## What we did this year

DeNDRoN's overarching aim is to deliver better outcomes for people with dementia and their carers by improving their opportunities to take part in research. This year we:

- Developed and launched the patients in research toolkit, an online resource showcasing work across health and social care, which shares learning to support study delivery and embed research into care.
- Grew the Enabling Research in Care Homes (ENRICH) network. Local care home networks now cover 85% of the country and include around 550 care homes.
- Improved study delivery. We have increased delivery of academic studies on the NIHR CRN portfolio that have recruited to target and time from 64% to 78%.
- Helped more than 15 writing groups submit research applications for the Dementia Themed Call. Over half were successful.

- Introduced new standards. We worked with the Royal College of Psychiatrists Memory Services National Accreditation Programme (MSNAP) to introduce a standard that supports the ambitions of the Prime Minister's Challenge on Dementia to increase the volume and number of participants in research.

## What we will do next year

- Oversee the transition of our staff from the current DeNDRoN Local Research Networks to the Local Clinical Research Networks that will supersede them.
- In partnership with Alzheimer's Society and Alzheimer's Research UK, develop and launch a national register of interest in participating in research, supported by training NIHR Local Clinical Research Network staff across England.
- Increase the number of people taking part in dementia clinical research.



**NIHR Dementias and Neurodegenerative Diseases Research Network (DeNDRoN)**

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# NORFOLK AND SUFFOLK DEMENTIA ALLIANCE

**A regional dementia system leadership group involving providers, commissioners and academics from across health and social care. Our focus is on workforce development and innovation dissemination.**

## What we did this year

- Established a network of Community Dementia Hubs.
- Built a network of Dementia Leads in acute and community health providers.
- Piloted the Dementia Enabled Villages programme as a delivery mechanism for the Dementia Friendly Communities initiative.
- Built the Dementia Simulator at the University of East Anglia.
- Launched the Learning Location for Dementia Care at [www.learning-location.com/dementia-care](http://www.learning-location.com/dementia-care)

## What we will do next year

- Focus our main efforts on workforce development throughout the dementia pathway. We are committed to a £1.4 million programme across the region. Through a unique experiential learning programme, we are building a network of 400 Dementia Care Coaches across health and social care to improve the quality of care in the workplace by acting as coach, mentor and role model for their colleagues. These dementia experts are also Dementia Friend Champions and will raise awareness across the wider community.
- We recognise that carers are an essential element of the dementia workforce and, in partnership with third sector partners, are developing a network of Dementia Hubs across the region where carers can obtain information and engage in peer learning.



### **Norfolk and Suffolk Dementia Alliance**

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70

# NUTRICIA ADVANCED MEDICAL NUTRITION

**Nutricia is the leading medical nutrition company in Europe and part of the Danone Group. Through pioneering nutritional discoveries, Nutricia aims to enhance experience of care, quality of life, and where possible help people live longer and healthier lives.**

## What we did this year

- Supported the Department of Health's dementia zone within the Healthcare Innovation Expo Conference 2013, having a presence in the dementia friendly kitchen. We shared information on eating well and eating safely especially for those people who need a change in texture of their food and/or have additional nutritional needs.
- Raised awareness of how to become a dementia friend.
- In partnership with Carers UK, developed further information on eating well, including dementia-specific and carer-specific information, plus education through train the trainer and general education sessions for carers.
- Actively supported the DAA Carers Call to Action project providing funding to allow the project to move forward.
- Training dissemination by Nutricia Nursing Dementia Champions to other members of the staff team.
- Continued to support carers through development of stand-alone carers policy for employees, ongoing membership of Employers for Carers and providing peer-to-peer support through 'lunch and learns'.

- Raised funds and awareness during Dementia Awareness Week 2013 and Carers Week 2013, including inviting Alzheimer's Support Wiltshire, Local Carers Group to talk to staff.

## What we will do next year

Continue to improve the lives of people with dementia and their families by raising awareness, working with the local community both within Nutricia and local to Nutricia, and striving to improve the nutritional care that they receive:

- Continue supporting the DAA Carers Call to Action, both actively and financially.
- Work in partnership with Carers UK to empower carers through information about good nutrition.
- Support Nutricia Nursing Dementia Champions to build on and share expertise.
- Continue to embrace and support through active corporate social responsibility.
- Continue to support employees through Employers for Carers.
- Continue to work with Alzheimer's Support Wiltshire to raise awareness among employees and locally in Trowbridge.



### **Nutricia Advanced Medical Nutrition**

Kate Hall

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# PARKINSON'S UK

**Parkinson's UK works to ensure that no one has to face Parkinson's alone. Our focus on the Lewy body dementias (Parkinson's dementia and dementia with Lewy bodies) touches all areas of our work including campaigning, local group support, free confidential helpline, specialist nurses, information services, training for health and social care professionals and research.**

## What we did this year

In partnership with the Lewy Body Society, we:

- Influenced policy and service development by contributing to NICE quality standards on dementia social care and the mental well-being of older people in care homes, drawing on our reference group of experts by experience.
- Contributed to the James Lind Alliance Dementia Research Priority Setting process.
- Improved health and social care professionals' understanding through our local education programme and exhibiting at Dementias 2013, NHS Health Expo Dementia Village, Innovate Dementia and the Alzheimer's Show.
- Revised our information resources on dementia with Lewy bodies, in line with the Information Standard.
- Worked in partnership with Dementia UK to devise and deliver a new training course on Lewy body dementias to our community-based staff.
- Supported the growth and impact of the Dementia Action Alliance, through active participation in meetings, the Early Diagnosis Steering Group, website development forum and engagement with emerging Regional Networks.

## What we will do next year

In partnership with the Lewy Body Society we will:

- Build our reference group of people affected by Lewy body dementias to guide all strands of our work.
- Develop information products and training resources for people affected by Lewy body dementias and the professionals who support them.
- Improve the care and support of people with Lewy body dementias in care homes, through developing training and a resource to enable staff to deal better with symptoms such as hallucinations and fluctuating attention.
- Work with Alzheimer's Society's NHS Continuing Care Volunteer Support Group to provide guidance to people preparing for or appealing an NHS Continuing Care assessment.
- Collaborate with other organisations to pilot and develop support groups for people affected by Lewy body dementias.



### Parkinson's UK

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72

# PAYINGFORCARE

**PayingForCare is a national service for those who are faced with paying the cost of their long term care. Our impartial and free-to-use service helps older people, their friends, families and carers access the financial information and advice they need to make informed choices.**

Our Freephone **0808 208 9994** and website [www.payingforcare.org](http://www.payingforcare.org) provides up-to-date information as well as access to financial advice from specialist care fees advisers.

We work closely with care providers, local authorities, government departments, charities, health services, support organisations and other experts in the care sector to address this complex subject and ensure financial information and advice is readily available.

## What we did this year

We have created specific financial information pages on our website to support those living with dementia, their families, friends and carers. We work with Dementia UK to ensure that people's financial concerns can be addressed in a timely manner.

## What we will do next year

We will expand the number of partners we work with to ensure more of those living with dementia, their families, friends and carers have access to the financial advice they so desperately need



### **PayingForCare**

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**“Dementia UK is pleased to be working alongside PayingForCare because we know that as well as the practical and emotional implications of a dementia diagnosis, there are also financial concerns. Admiral Nurses have therapeutic expertise and can also provide basic information and signposting on financial matters, but we know that PayingForCare can give more expert advice in this field, so we are pleased to be working together to address the primary concerns of people affected by dementia.”**



# POZZONI LLP ARCHITECTS

73

**As architects, we support the National Dementia Declaration. Through our designs we create enabling and supportive environments for people with dementia.**

## What we did this year

- Continued to host visits to our completed care projects to share our experiences of designing for people with dementia and to obtain feedback from residents, their families and care staff. These visits included delegates from France, Australia, USA and Singapore.
- Progressed with the design and construction of several dementia-specific care schemes across the UK.
- Presented a post-occupation evaluation of a large extra care scheme to the UK Dementia Congress and published a case study of this scheme with the Housing Learning and Improvement Network.
- Attended and presented at several conferences/seminars/roundtable discussions on the subject of design for dementia and older people. Delegates included property and construction professionals outside of the care sector.
- Contributed features to the care press on dementia design.
- Our presentation, 'Adopting western care approaches to a third world setting', has been accepted at the International Association of Housing and Services for the Ageing conference in China in November 2013.

## What we will do next year

- Continue to progress with our commissioned projects, including best practice dementia design within our designs.
- Continue to host visits to our completed schemes to share our experiences with others.
- Continue to further our own knowledge by visits to others schemes, continuing to attend events and learning from others.
- Continue to undertake post-occupation evaluations of our completed schemes and strengthen links with academia and research programmes.
- Become involved with local Dementia Action Alliances and Dementia Friendly Communities groups.
- Continue to contribute to the care press.
- Continue to enlighten construction and property professionals outside of the care sector as to the benefits of dementia design.



### Pozzoni LLP Architects

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# PRESTIGE NURSING + CARE

**We are a family company specialising in caring for people of all ages and needs in their own homes. We have a wide range of care at home, specialist home care and enablement services to suit all circumstances and budgets, ranging from one-hour visits to 24-hour nursing care.**

## What we did this year

- Revised our QCF Dementia Pathway training programme to make it more flexible to staff. We have piloted it in one of our branches and there will be two more pilots underway by the end of 2013.
- Increased the numbers of care staff undertaking our dignity in care and end of life training, having made it mandatory last year.
- Rolled out and started training staff on our new training modules in person-centered care and promoting independence.
- Established a focus group to look at how we can enhance the services we offer. For example, we are looking at a specific Dementia Personalised Care and Support Pathway, memory books etc.
- Encouraged our local branches to get involved where possible in their local dementia friendly community initiatives.

## What we will do next year

- Re-launch our newly designed QCF Dementia Pathway training to all our care staff.
- Train more trainers to deliver our QCF Dementia Pathway training programme.
- Maintain our 'End of Life: Six Steps to Success' programme accreditation.
- Work with our focus group to develop and enhance our services for people who have dementia and their carers.
- Develop a Personalised Care and Support Pathway for those individuals who have dementia.



# RE:COGNITION HEALTH

75

**Over 50 clinicians working together to provide complete pathways of care and support for all patients with cognitive impairment, including dementia.**

## What we did this year

- Diagnosed, treated and supported over 400 patients with dementia.
- Opened new centres in Guildford, Windsor and Buckhurst Hill to enable more patients to access services locally.
- Became a study centre for four international phase three clinical trials: two for early Alzheimer's, one for moderate Alzheimer's and one for frontotemporal dementia.
- Started supporting GP practices in delivering the new NHS Dementia Direct Enhance Service.
- Completed a pilot project in NHS Sussex to personalise and enhance care for patients with dementia and other cognitive problems in two community hospitals.

## What we will do next year

- Open six further centres in 2014.
- Start delivering services to support NHS commissioners in various locations.
- Provide clinical support to two separate research projects, both looking at different aspects of prospective risk modification for dementia.



### Re:Cognition Health

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76

# ROTARIANS EASING PROBLEMS OF DEMENTIA

**REPoD (Rotarians Easing Problems of Dementia) is a network for Rotarians both in the UK and internationally. We are involved in community projects aimed at helping to support families who are living with dementia.**

## What we did this year

- Supported Rotary Clubs involved in the opening of 10 new memory cafes around England and Scotland.
- Supplied 200 memory boxes to memory cafes and hospital wards around the UK.
- Worked with a Devon Rotary Club to create the first Rotary-sponsored forget-me-not garden design for a public garden space.
- Took part in the creation of four new local Dementia Action Alliances and Dementia Friendly Community initiatives in the South West.

## What we will do next year

- Continue to help clubs to open or support memory cafes in their areas and supply memory boxes.
- Continue to help clubs to become involved in setting up local Dementia Action Alliances and in making their community dementia friendly.
- Re-develop our Fifth Emergency/Lend a Hand project.
- Look at ways to develop social media support for young carers and work more closely with schools via Rotaract and Interact.



### Rotarians Easing Problems of Dementia

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# ROYAL COLLEGE OF GENERAL PRACTITIONERS

**The Royal College of General Practitioners (RCGP) is the professional membership body for family doctors in the UK and overseas. We are committed to improving patient care, clinical standards and GP training.**

- Developed a network of GP dementia champions to work with the RCGP dementia champions.
- Contributed to the Prime Minister's Dementia Challenge health/social care group.
- Participated in the Dementia Priority Setting Partnership for Alzheimer Society where the 'top ten' research priorities were identified.

## What we did this year

- Ran a clinical update course on dementia with nearly 200 GP participants.
- Developed core competencies framework for GP with Special Interest in Dementia.
- Completed pilot of practitioner with specialist interest in dementia qualification (led by Bradford University), due for launch in 2014.
- Completed five BMJ Learning Quality Improvement Projects on dementia.
- Obtained funding for the RCGP/Department of Health Dementia Toolkit: a key resources kit summarising essential knowledge on dementia for GPs and nurses.
- Published best practice guidance and reports, including: 'Helping to assess cognition: a practical toolkit', the RCGP position statement 'Timely diagnosis of dementia' and 'Enhanced service for people with dementia in primary care'. Contributed to the Dementia Action Alliance and Agetrust paper, 'Benefits of Early Dementia Diagnosis'. Published 'Would doctors routinely asking older patients about their memory improve dementia outcomes? Yes' in the British Medical Journal. (Author: J Rasmussen).

## What we will do next year

- Hold a conference on dementia for clinical commissioners.
- Complete and disseminate the RCGP/Department of Health Dementia Toolkit.
- Complete the dementia resources and champions section on the RCGP website.
- Develop the RCGP Dementia Roadmap, an electronic platform bringing together existing information about dementia from the health, social care and voluntary sectors.



**Royal College of  
General Practitioners**

Hannah Price

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78

# ROYAL COLLEGE OF NURSING

**The Royal College of Nursing (RCN) is a member organisation representing over 410,000 nurses and healthcare assistants across the UK. We represent nurses and nursing, promote excellence in practice and shape health policy. The RCN Foundation funds the ongoing support of dementia at the RCN.**

## What we did this year

- Continued to raise awareness of dementia for nursing and share information via our website. The dementia webpages received a total of 177,292 views in the last 12 months.
- Promoted the use of the SPACE principles as set out in the 'Commitment to improve care for people with dementia in hospital settings' and shared resources and best practice to support improvements in the delivery of care. Since its launch in 2011 we have distributed over 30,000 of the general resources plus 1,700 copies of the DVD/How to Guide.
- Supported the development of a 'Triangle of Care for dementia': a guide for the inclusion, involvement and support of carers, in collaboration with Carers Trust and with the support of Uniting Carers, Dementia UK.
- Facilitated an ongoing leadership and development programme for nurse leaders with responsibility for dementia care within their organisation across nine hospitals in the UK. The programme aims to provide participants with skills in developing practice and in evaluating benefits for people with dementia, family carers/supporters and staff.

- Produced a report, with the University of Southampton, which examined the benefit and contribution of dementia nurse specialists in acute care settings.

## What we will do next year

- Publish, promote and share the 'Triangle of Care for dementia' to support better partnership working with carers and people with dementia.
- Evaluate the impact of the development programme in improving hospital care and make recommendations that support better outcomes for people with dementia, carers and staff.
- Continue to support the development and contribution of nursing to dementia care across all settings, including the role of dementia nurse specialists.



### Royal College of Nursing

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# ROYAL COLLEGE OF PHYSICIANS

**The Royal College of Physicians plays a leading role in the delivery of high quality patient care by setting standards of medical practice and promoting clinical excellence. We provide physicians in the United Kingdom and overseas with education, training and support throughout their careers. We also advise and work with government, the public, patients and other professions to improve health and healthcare.**

## What we did this year

- The Future Hospital Commission (FHC) report, published in September 2013, refers to improving the care of frail older people, including those with dementia, within the acute and hospital settings.
- The FHC report also refers to ensuring that hospitals and staff have the appropriate skills and competencies to manage this particular group of patients.

## What we will do next year

- Work to deliver the recommendations in the FHC report.
- Continue to develop an Elder-friendly Ward Quality Mark in partnership with the Royal College of Psychiatrists and others. The quality mark will be awarded to general hospital wards that provide high-quality care for older people.
- Continue to work with Health Education England to ensure adequate training for staff.
- Continue to ensure there are questions relating to dementia included in the MRCP (Diploma of Membership of the Royal College of Physicians) examinations.



### Royal College of Physicians

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80

# ROYAL COLLEGE OF PSYCHIATRISTS, FACULTY OF OLD AGE PSYCHIATRY

**Across the UK, we oversee training in old age psychiatry and support psychiatrists to maintain best standards in the delivery of mental health services to older people, including dementia care.**

## What we did this year

- Contributed to 'Guidance for the prevention and management of clinically related challenging behaviour' by NHS Protect, that includes managing the behavioural and psychological symptoms of dementia.
- Supported the introduction of a number of memory assessment services to improve diagnosis of dementia.
- Accredited more memory services.
- Completed a national audit on antipsychotic use in dementia and a POMH (Prescribing Observatory for Mental Health) audit on prescribing anti-dementia drugs.
- Created a web-based forum on services for younger people with dementia that is now very active.
- With the Royal College of GPs, released 'Joint Commissioning panel for mental health – older people services', which contains commissioning for dementia services.
- Forged close links with Alzheimer's Society and British Psychological society in raising standards for care for people with dementia.
- Published 'Defining old age psychiatry services' with dementia as a priority and recognising that old age psychiatrists have the necessary skills to manage dementia.

## What we will do next year

- Bring out 'Guidelines for managing people with substance misuse', which includes alcohol related dementia.
- Publish 'Ideal old age psychiatry services' with plenty of examples of good dementia services.
- Publish 'Mental health services (including dementia) in older people from BAME (black, Asian and minority ethnic) background'.
- Support and encourage members to introduce evidence-based dementia services that are effective, user friendly and cost effective.
- Support members to deliver the National Dementia Strategy and NICE guideline on dementia and NICE quality standards on dementia care in community, hospitals and care homes.

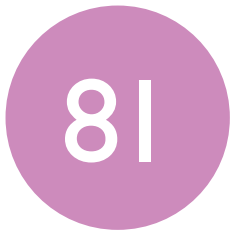


**Royal College of Psychiatrists,  
Faculty of Old Age Psychiatry**

**Kitti Kottasz**

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# ROYAL VOLUNTARY SERVICE

**Royal Voluntary Service is a registered charity in its 75th year providing support to older people by delivering a range of services including good neighbours, social clubs, on ward support etc.**

## What we did this year

- The continued roll out of online dementia training across our 40,000 volunteers and staff to support them in their roles to deliver high quality service.
- Launched and expanded several on-ward pilots in hospitals and other dementia support projects.
- We were involved in and published the findings of research into dementia support through the Lottery-funded 'Shaping Our Age' report.

## What we will do next year

- Learn and apply lessons from independent evaluations of our on-ward pilots to support future RVS on-ward services.
- Underpin any new service provision with dementia friendly design principles.
- Delivery partner for Dementia Friends. Roll out for staff by September 2014



### Royal Voluntary Service

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# SHARED LIVES PLUS

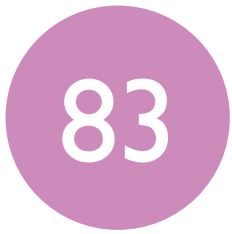
**We are the network for Shared Lives, Homeshare and micro-enterprises in social care, which are all micro-scale and family-based approaches to care, support and inclusion used by thousands of older people. We help our members to work together to survive, thrive and influence decision makers, providing support, training, events, resources, access to insurance, research and campaigning.**

## What we did this year

- Appointed our first Development Officer for Older Adults who will be working with Shared Lives schemes across England to extend our work with older people living with dementia, including older carers.
- Continued to support and disseminate resources produced by the national Shared Lives dementia project, hosted by Shared Lives South West and Innovations in Dementia, including a new training package for carers supporting people with dementia.
- Kent University is continuing to research the outcomes of Shared Lives with older people, working with three of our member Shared Lives schemes.

## What we will do next year

- Raise awareness with commissioners and Shared Lives schemes of the benefits of the shared lives approach to people living with dementia.
- Increase the numbers of people using Shared Lives services who are living with dementia.
- Develop and make available new resources for Shared Lives carers sharing their homes with people affected by dementia.
- Continue to develop Shared Lives for people with dementia in Scotland and Wales.



# SKILLS FOR CARE

83

**We support the learning and development of social care staff working with people with dementia and their carers.**

## What we did this year

- Delivered new resources to support the workforce supporting people in the advanced stages of dementia.
- Delivered workshops supporting the dissemination of the common core principles to support people with dementia.

## What we will do next year

- Develop new resources to support the homecare workforce in social care.
- Work in partnership with a number of social care organisations to understand how the social care workforce can support dementia friendly communities.
- Continue to promote dementia qualifications and our dementia resources to the social care sector.



### **Skills for Care**

James Cross

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# SKILLS FOR HEALTH

**Skills for Health is the Sector Skills Council for health. We help the whole UK health sector develop a more skilled and flexible workforce. Our proven solutions help improve not just productivity but also the quality of health and healthcare.**

## What we did this year

- Delivered Train the Trainer Dementia Awareness workshops nationally.
- Worked on a number of dementia workforce projects including ones related to new roles, enhanced knowledge and improving workforce expertise.
- Redeveloped all the Mental Health National Occupational Standards including dementia standards.
- Continued work on the Common Principles for Supporting People with Dementia.
- Developed a new Quality Mark for the delivery of training in the health sector.

## What we will do next year

- Launch a new virtual networking site, 'My Health Skills', with a dementia Twitter account (@DementiaSkills) focused on engaging with issues and people with a common interest in dementia.
- Use the impact analysis from the national Train the Trainer Dementia Awareness workshops to develop best practice case studies.
- Work with a number of health organisations on new dementia roles including the core competences for dementia awareness and the related education and training.

85

# SOCIAL CARE INSTITUTE FOR EXCELLENCE

**The Social Care Institute for Excellence (SCIE) improves the lives of people who use care services by sharing knowledge about what works. We are an independent charity working with adults, families and children's social care and social work services across the UK. We also work closely with related services such as health care and housing.**

## What we did this year

- Added new content on 'Working in partnership with carers' to the Dementia Gateway.
- Made new SCTV films on 'Getting to know the person with dementia' and dementia friendly environments.
- Worked in partnership with Innovations in Dementia to ensure people who have dementia could shape the redesign and update of the Dementia Gateway, including co-producing a new section, contributing quotations and appearing in the new films.
- Sought the views of carers, trainers, and a range of stakeholders to help shape the redesign and update of the Gateway.
- Established the National Collaborating Centre for Social Care and encouraged Dementia Action Alliance members to register as NICE stakeholders.
- Started work on the dissemination and adoption of the Dementia Quality Standard, including involving two key audiences in developing tailored versions.
- People with dementia represented on SCIE's co-production network.

## What we will do next year

- Launch the redesigned and updated Dementia Gateway, including the addition of content on support after diagnosis and communicating well, an A-Z, research overviews, links to the Qualifications and Credit Framework, and information on how to get involved in dementia research. The updated resource will also reflect the voice of people with dementia more strongly.
- Complete and add new sections on advanced dementia and dementia and sensory loss.
- Ensure the revised and updated Gateway is publicised to all audiences who provide care and support to people with dementia.
- Co-produce and launch tailored versions of the Dementia Quality Standard for carers, families and advocates, and providers.
- Continue to communicate the work of the Collaborating Centre to Dementia Action Alliance members.



### Social Care Institute for Excellence

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86

# SOCIAL CARE WORKFORCE RESEARCH UNIT

**We are a research unit situated at King's College London, conducting empirical research and secondary research in the area of social care, especially investigating workforce issues. A significant work stream focuses on social care for people with dementia and carers.**

## What we did this year

- Started our project on older homeless people with dementia, in terms of the support they receive, and to identify any unmet needs. We hope to use the information to make life better for this neglected population.
- Actively recruited the carer of a person with dementia as a member of our Unit's Advisory Group in order to capture their experiences and perspective in all of our work.
- Continued to publish and present our research findings on the operation of the Mental Capacity Act in dementia and safeguarding practice – we are currently contributing to the House of Lords' Review of the Act.
- Worked with other researchers on a study which aimed to explore the feasibility of managing challenging behaviour among people with dementia in care home settings.
- Disseminated findings from our study of carers' workers to practitioners and policy makers.

## What we will do next year

- Focus on the older homeless people with dementia study. We will use the information we collect to develop services for this neglected sub-group. We will work with our networks to disseminate study findings widely.
- Actively engage with the Alzheimer's Society in order that our study can gain from their perspective, but also to be able to disseminate our findings through their networks when the study is completed. We will continue to offer support and advice to the Society about its public information and through its Public Health Sub-Committee.
- Work with partners as part of the NIHR School for Social Care Research and Making Research Count to improve the evidence base for social care for people with dementia and their carers.
- Offer practitioners access to our study findings online and at practitioner-specific meetings and seminars.



### Social Care Workforce Research Unit

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87

# SOUTHERN HEALTHCARE

**Southern Healthcare comprises four Devon nursing homes, providing a range of support for people with nursing needs, frailty and dementia. Each home has both specialisms and commonalities, but each shares a passion, drive and commitment towards building an environment founded on family values, loving companionship and quality of life.**

## What we did this year

- Continued to progress towards building an environment of 'unconditional positive regard' based upon the teachings of Carl Rogers, which has over time built something very special about the relatedness between the home, residents, staff, family members and volunteers.
- The quality of life, the relationships between people and their personal individual fulfilment is at the very heart of our cultural aspiration, and while change is hard to see from one month to another, comparing one year with another the difference is truly remarkable.
- Three senior personnel have undertaken training with 360SF Ltd, towards attainment of the 360 Standards Framework beyond person centred care. Two of our senior managers have also trained as associates with the 'Eden Alternative', a philosophy designed to deliver higher quality of life through developing a vibrant human habitat, creating opportunities for residents to give as well as receive care, and imbue daily life with variety and spontaneity.

## What we will do next year

- Extend our training and knowledge in dementia, strategies to better meet people's needs, support higher quality of life and fulfilment. Training includes the 360 Standards Framework, David Sheard's 'Feelings matter most' programme and the Eden Alternative philosophy throughout our homes.
- Work increasingly with Devon County Council and the local clinical commissioning groups in their improvement agendas, the new Devon Dementia Partnership and with other providers through the Dementia Quality Kitemark/peer review programme.



### Southern Healthcare

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88

# STROKE ASSOCIATION

**Stroke Association is the leading charity in the UK changing the world for people affected by stroke. We conduct research, run campaigns and provide support services for stroke survivors and their families.**

## What we did this year

- There is not yet a known cure for vascular dementia, so prevention is important. The best way to prevent vascular dementia is to lower the risk of stroke. Our ongoing 'Know Your Blood Pressure' campaign, aims to increase understanding of the link between high blood pressure and stroke and TIAs (also known as mini-stroke); help to identify people with high blood pressure; and encourage those whose blood pressure is normal to understand the importance of having their blood pressure checked regularly.
- We began work with the retail banking sector to identify strategies that could help people with cognitive impairments, such as those caused by stroke and dementia, to better access retail banking services. We are looking at ways to extend this work to other relevant sectors.

## What we will do next year

- Multi-infarct dementia, the most common type of vascular dementia, is caused by a series of small strokes which often go unnoticed. These strokes result in temporary, partial blockages of blood supply and brief impairments in consciousness or sight. Over time, however, as more areas of the brain become damaged, the symptoms of vascular dementia begin to appear. In May 2014 we will launch a major campaign on TIA (also known as mini-strokes) to raise awareness among the general public that all stroke symptoms, however brief, are a medical emergency.
- Our campaigning work will continue to focus on the prevention of TIA and stroke.



### Stroke Association

Alison Clarke

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# THE ALZHEIMER'S SHOW

**The Alzheimer's Show, organised by Draw Events, is the UK's only national exhibition and conference dedicated to people with Alzheimer's and dementia, their carers and families as well as dementia professionals. It is held in partnership with Alzheimer's Research UK and supported by the Alzheimer's Society and Dementia UK/Admiral Nurses.**

## What we did this year

- The Alzheimer's Show ran in London on 19 and 20 April 2013.
- Almost 1,800 people visited. Of these, 65% were from the public and 35% were professionals; 92% of visitors said they would return next year.\*
- Forty-eight dementia and care specialists offered a wide range of products, services, information, practical ideas and new solutions.
- Leading voices in dementia spoke on a range of key topics and individuals shared their experiences of living with and caring for a person with dementia.
- Visitors liked the range of speakers and topics and found the event uplifting, positive and informative.\*

\*Source: feedback forms from 18% of visitors.

## What we will do next year

- The show will take place on 16 and 17 May 2014 at a larger London venue, Olympia Central.
- We aim to attract 3,000 visitors.
- Over 70 dementia and care exhibitors are planned.
- An inclusive and informative conference programme is being developed with speakers covering a range of topics from policy to practical solutions.
- New features will include a Practical Activities Workshop and Quiet Room.
- We are exploring holding a second event for the north of England, thereby allowing greater national access.
- Visitor feedback is being used to inform content and features for the event.



### The Alzheimer's Show

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90

# THE CHARITY FOR CIVIL SERVANTS

**We are the occupational charity supporting current, former and retired civil servants. We support people in many ways including providing financial assistance through our grants service, money and debt advice, mental well-being support, support for carers or those affected by domestic abuse. We are constantly evaluating and developing our services to meet the needs of our community.**

## What we did this year

- Started to look at how we can offer a dementia service to carers and those living with dementia. Our pilot service will be launched in the first quarter of 2014.

## What we will do next year

- Launch a dementia web channel providing information, advice and guidance.
- Train frontline staff in dementia awareness.
- Launch a pilot service for the provision of an Admiral Nurse.



### The Charity for Civil Servants

Judith Smith  
020 8240 2400

# THE DIRECT MARKETING ASSOCIATION

**The Direct Marketing Association (DMA) has been leading the way in direct marketing and helping the industry do better business since 1992. We have more than 1,000 members across the UK including agencies, suppliers and blue-chip corporations.**

## What we did this year

- Launched a best practice guidance initiative in November 2012, which was rolled out nationally across major UK brands represented by our membership. The programme is about protecting vulnerable consumers from the effects of cold calling and marketing, while enabling them to maintain access to the services available to them.
- Worked with Alzheimer's Society, Dementia Action Alliance, Blue Donkey, BT, KMB Telemarketing, npower, Rethink Mental Illness, ReynoldsBusbyLee and trueCall to produce the guidance and events.
- Promoted the guidance at an event in London in November 2012 and one in Leeds in March 2013.
- Shared the guidance with government bodies and regulators.
- Conducted a survey of over 5,000 industry contacts to gauge understanding of business issues, training and understanding of dealing with vulnerable consumers.
- Shared the guidance paper with the Fundraising Standards Board, Financial Conduct Authority, Ofgem, Ofcom, Information Commissioner's Office, Institute of Customer Service etc.

## What we will do next year

- Hold further events to educate different sectors, eg financial services, in the area of dealing with vulnerable consumers.
- Develop a comprehensive training programme to train call centre trainers and agents in dealing with vulnerable consumers.
- Develop and extend guidelines with consideration given to mobile, financial services, advertising mail and data.
- Encourage wider client and supplier adoption (including charities and financial services) of the DMA guidance and involvement in its development.
- Research a technical solution to a real time central repository for data and embark on a pilot scheme.
- Extensive PR.



### The Direct Marketing Association

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92

# THE GOOD CARE GROUP

**The Good Care Group is a professional provider of live-in care services, supporting older people to stay safely and happily in the familiarity of their own homes and communities. Around 75% of our clients are living with dementia, and providing an excellent and specialist service to these people is a priority for us.**

## What we did this year

- Continued to work to reduce antipsychotic use with our clients.
- Continued to train our managers and carers in dementia care. Managers continued on their 12-month course, and our carers are now embarking on dementia specialist diploma pathways. We also have a number of carers undertaking a level 2 dementia awareness course.
- Reviewed our operational structure in order to better support staff and clients and increased the staff available to support – reducing manager case loads and introducing a new role of coordinator to support carers in their placements.
- Increased the staffing of our service centre, ensuring carers have 24/7 access to expertise and support.

## What we will do next year

- Develop a specialist palliative care service which will take into account the specific needs of people with dementia at the end of life.
- Increase the amount of continuous professional development available for our staff, ensuring their knowledge, understanding and dementia care skills remain up to date.
- Implement a technology strategy which will enable us to become a paper-free organisation. This will mean our managers and clients/client families will have immediate access to all records kept about them, eliminating the time lag caused by the onerous handling of paper records.
- Launch an enhanced services strategy which will give our clients access to a wide range of dementia-specific products and services in their own homes.



### The Good Care Group

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# THE LIFE STORY NETWORK CIC

**We help improve the quality of care and support received by people with dementia and their carers by working closely with care providers, carers, housing associations and schools. Our life story work approach restores and recognises those things which make a real difference to us all as unique individuals, relationships.**

## What we did this year

- Joined the Care and Support Compact to support care organisations delivering their commitment to the Compact.
- Completed delivery of Phase 1 of our Department of Health funded Your Community Matters™ training programme, which focused on bringing together care homes, registered social landlords and home care organisations.
- Successfully created and delivered a bespoke training programme for family carers, Family Carers Matter™, funded by Skills for Care in partnership with the Tyne and Wear Care Alliance.
- Continued to work with Skills for Care to develop bespoke modules for the Qualifications and Credit Framework, accreditation will be completed by March 2014.
- Continued to work with an expanding number of organisations to achieve the transformational cultural change needed to fully embed life story work into daily practice.

## What we will do next year

- Deliver Phase 2 of our Your Community Matters™ training programme, which widens the scope of inclusion within local communities to ensure life story work is used to promote closer and more meaningful relationships.
- Build on the successful Family Carers Matter™ with the delivery of further programmes to areas of the North East of England.
- Deliver a programme of 'Open Courses' throughout the UK to promote awareness and the use of life story work.
- Complete the accreditation of our modules with Skills for Care ensuring they are aligned to the Qualifications and Credit Framework.
- Continue to develop our programmes with an expanding number of organisations to achieve the transformational cultural change needed to fully embed life story work into daily practice.



### The Life Story Network CIC

John Shaw

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# THE RETREAT

**The Retreat is a not-for-profit specialist mental health care provider, working with the NHS to provide care for people with complex and challenging needs.**

## What we did this year

- Became a member of York Dementia Without Walls Steering Group.
- Commenced two-way communication with a local community centre in order to establish ways to support the 'neighbourhood' to become a dementia friendly community.
- Made a commitment to become a dementia friendly employer and started initial analysis around this (in liaison with the Joseph Rowntree Foundation).
- Increased access to dementia awareness training for staff and carers.
- Started the promotion of life-story work and case formulation, to enhance therapeutic engagement, via increased training and resources.
- Increased carer support via regular forum meetings and the initiation of 'carer involvement' link-workers in all services areas.
- Augmented access to clinical supervision to enable reflective practice and improve the patient experience.

## What we will do next year

- Expand access to relevant dementia education to include both clinical and non-clinical staff, carers and the local community.
- Expand the current provision of carer support.
- Continue to liaise with the local community regarding the development of a dementia friendly community.
- Further promote life-story work and explore technologies which may assist this process.
- Implement and disseminate meaningful, dementia-focused outcome measures.
- Continue to provide high-quality, evidenced-based care for individuals with dementia who have challenging and/or complex presentations.
- Maximise opportunities to share best practice and network with other dementia specialists.



### The Retreat

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# THOMAS POCKLINGTON TRUST

**Pocklington works to bring about positive change to the lives of people with sight loss. A central part of our work is to increase knowledge and awareness of sight loss and our research initiatives aim to identify practical ways in which we, and others, can improve the lives of visually impaired people.**

## What we did this year

- Continued to raise awareness about the challenge of living with both dementia and sight loss through presentations and exhibition stands at key events, for example the Housing Learning and Improvement Network Extra Care Conference in December 2012.
- Continued to be an active member of Vision 2020 UK Ltd's Dementia and Sight Loss Interest Group, a partnership of organisations including Alzheimer's Society, RNIB, Macular Society and Pocklington, working to raise awareness and increase understanding of co-occurring dementia and sight loss, for example through production of a factsheet on cataracts and dementia.
- Acted as advisers to a range of externally funded research projects looking at key aspects of dementia and sight loss and continued to support research from Stirling University into the design of domestic environments for people with both conditions.

## What we will do next year

- Launch three short films made with the Social Care Institute of Excellence (SCIE), in partnership with other sensory impairment organisations, to promote good practice in working with people with dementia and sensory loss. The films will appear on SCIE's Dementia Gateway website.
- Support the publication of good practice guidelines regarding the design of supportive residential settings for people with dementia and sight loss.
- Continue to be an active member of the Dementia and Sight Loss Interest Group. In partnership with members of this group, give presentations and have exhibition stands at key events such as the National Dementia Congress, to build awareness of how to support those with both conditions.
- Continue to support existing and new research projects looking at issues relating to dementia and sight loss and ensure the emerging learning is effectively disseminated.



### Thomas Pocklington Trust

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96

# THREE MINUTE TRAINER

**Three Minute Trainer provides online training content for small and medium sized organisations. All our online training programmes are CPD (continuing professional development) accredited, to allow learners to enhance their skills and professional competence.**

## What we did this year

- Helped to improve dementia care through providing online video training for carers and for those who come into contact with people with dementia. This helped improve understanding of dementia and helped raise the level of care people with dementia receive. We have removed three of the biggest barriers to delivering training to carers – location, time and cost.
- Raised the awareness of the global challenge dementia presents.

## What we will do next year

- Continue to add to our online video training course to ensure carers and those who come into contact with people with dementia have a good understanding of dementia and are able to deliver person-centred care.



### Three Minute Trainer

Jon Whiting

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97

# TRACK YOUR LTD

**Track Your Ltd provides monitoring devices, enabling people with dementia to retain their independence for longer. They provide peace of mind to Carers that they can effectively locate a dementia-sufferer should they wander, whilst reassuring the tracker-wearer that help is at hand during times of distress. With no contract fees and low maintenance costs, Track Your GPS Trackers are an effective and affordable solution for all those who care for vulnerable elderly.**

## What we did this year

- Invested significantly in developing a range of compact GPS trackers, which enable up to 5 Carers to monitor, locate and communicate with dementia-sufferer(s) whilst on the move, using the 'Track Your GPS GSM Tracker' Smartphone app. Features include:
  - 'Locate' (Locate tracker-wearer on demand)
  - 'Geo Fence' (Alerts Carer if tracker-wearer exits a virtual perimeter).
  - 'Speed' (Alerts Carer if tracker-wearer boards a moving vehicle).
  - 'Fall Alert' (Alerts Carer if frail sustain a fall).
  - SOS and Talk buttons on tracker (Enables tracker-wearer to contact Carer should they need assistance)
- Finalists in 'Coras' and 'West Berkshire' business awards.

- Presented our tracking devices at various local and national events, and gained coverage in associated newspapers and journals.
- Proudly became members of the Dementia Action Alliance group in July 2013.
- Launched Website, Facebook and Twitter accounts ([www.Trackyour.co.uk](http://www.Trackyour.co.uk), [www.FB.com/Trackyour](http://www.FB.com/Trackyour) & [www.Twitter.com/Trackyour](http://www.Twitter.com/Trackyour)).

## What we will do next year

- Continue our commitment to research, leading to a greater range of monitoring devices being available for people with dementia including a watch variant.
- Continue working in partnership with other organisations to promote the use of cost effective assistive technology in improving the independence of people with dementia.



### Track Your Ltd

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98

# TRUECALL LTD

**We provide assistive technology that blocks nuisance phone calls. This removes a key source of annoyance, confusion and potential risk for those living with dementia, and gives them support they need to live their lives.**

## What we did this year

- Supported trading standards teams in three regions to carry out a project monitoring the impact of nuisance calls on older and vulnerable people (including those with dementia) and testing the effectiveness of different assistive technologies to block the calls.
- We found that 40% of calls received by these residents were nuisance calls – about one a day. This is four times the national average.
- trueCall blocked 100% of nuisance calls received by those residents with dementia and 98% of calls received by the other residents.
- Learning from the project, we made enhancements to our trueCall Care product to better meet the needs of those living with dementia.
- We lobbied government to provide funding for assistive technology in this area.

## What we will do next year

- Continue to monitor the ever-evolving nuisance call situation, lobbying government and enhancing our products to meet the needs of those with dementia.
- Assist in the organisation of a conference on financial care.



**trueCall Ltd**

**Steve Smith**

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99

# UNITED KINGDOM HOMECARE ASSOCIATION (UKHCA)

**The United Kingdom Homecare Association (UKHCA) is the member-led professional association of UK homecare providers. We represent over 2,100 members providing social and personal care to people in their own homes. Our aim is to promote and support high quality, sustainable care services.**

## What we did this year

- Attended meetings of and contributed to the Dementia Compact, National Dementia Workforce Advisory Group, Dementia Champions Group and the Dementia Pledge.
- Developed partnerships with the Department of Health, Skills for Care, Social Care Institute for Excellence, Dementia Gateway, Alzheimer's Society and the Life Story Network to address key issues for homecare in delivering quality dementia care services and workforce development.
- Supported homecare providers through regular dementia-focused articles designed to inform and educate homecare workers.
- Set up a dedicated dementia helpline and identified key themes for homecare.
- Set up dementia homecare focus groups on LinkedIn, facilitating discussion among providers around dementia challenges and good practice.
- Started a collection of good practice examples in service and workforce development.
- Produced marketing letters designed to help homecare providers raise awareness of services that support people to live well with dementia.

## What we will do next year

- Represent the homecare sector, contributing to dementia consultations, national and local strategies, developments and plans.
- Build relationships and partnerships with like-minded organisations, helping people with dementia and their carers to remain in their own homes.
- Develop the dementia focus groups, linking up with the Dementia Action Alliance, and supporting the development of dementia friendly communities.
- Continue to work in partnerships and develop resources to support quality dementia services and workforce development.
- Encourage health and social care practitioners to engage with the homecare sector as an equal partner in planning and developing innovative approaches to care services.
- Raise awareness of the part homecare providers can play in increasing and improving early diagnosis of dementia.
- Support homecare providers to develop early interventions and post-diagnostic support services.
- Improve homecare support services for family carers.



### United Kingdom Homecare Association (UKHCA)

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# UNIVERSITY OF SALFORD

**The University of Salford provides undergraduate and postgraduate education, conducts research and promotes innovation.**

## What we did this year

- Secured European Union funding to lead the development of a pan-European inter-disciplinary Master in Dementia, Positive about Dementia (POSADEM).
- Delivered a seminar series which including 'Making your home and garden dementia friendly' for people living with dementia and their families and 'Thinking differently about dementia' for practitioners and professionals with an expert from the USA, John Zeisel.
- Held a national dementia design conference, 'Making a positive difference to living with dementia'.
- Involved people with dementia and carers in our dementia design project steering groups.
- Launched the International Dementia Design Network, [www.international-dementia-design.org](http://www.international-dementia-design.org).
- Presented a webinar for an international online forum for people living with dementia through the organisation A Meeting of the Minds.
- Joined our local Dementia Action Alliance, which will be chaired by the Dean of the College of Health and Social Care.

## What we will do next year

- Establish the Salford Institute for Dementia to support the development of inter-disciplinary education, research and innovation that make a positive difference to living well with dementia.
- Continue to lead the European Union funded project to develop POSADEM.
- Continue to deliver the seminar series for people living with dementia, carers, practitioners and professionals.
- Include more people with dementia and carers in our dementia design project steering groups.
- Continue to develop the International Dementia Design Network as a forum for collaboration and sharing of best practice.
- Work in collaboration with our local Dementia Action Alliance and external partner organisations.
- Plan on becoming a dementia friendly university.



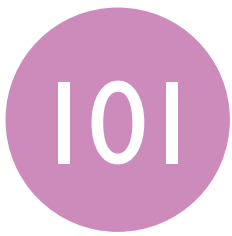
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# VISIONCALL

**Visioncall provides high quality home eye-test and eye care services for more than 140,000 people living in their own homes or in residential and care homes across the UK. We are committed to developing new services and products to improve the eye test experience and vision of people with dementia.**

## What we did this year

- Developed innovative products (ie the Lifestyle Passport) designed to deliver person-centred eye care services for people with dementia.
- Continued to work in partnership with a number of care homes to test and develop products and services that improve the eye test and eye test experience for people with dementia.
- The Visioncall academy of learning is developing an e-learning module on dementia and vision.
- Set up a dementia helpline to provide staff with advice and information on individual dementia experiences. Common themes are identified and used to develop training or guidance.
- Included articles by the Dementia Lead in our staff newsletter, providing answers to common questions or challenges about dementia.
- Attended key conferences and events to raise awareness of the importance of regular eye tests and visual care for people with dementia and their carers.

## What we will do next year

- Continue to develop training programmes for a range of staff designed to raise awareness of dementia and vision and the importance of regular eye test and eye care services for people with dementia.
- Continue to provide dementia support and advice to our staff to improve their knowledge and experience of working with people with dementia.
- Develop specific dementia products and services to contribute to the safety, self-esteem and well-being of people with dementia.
- Develop a domiciliary visual care service for people with dementia living in their own homes.
- Set up an innovation group to develop services and products that support person-centred eye care for people with dementia.
- Continue to raise awareness in the care sector of the importance of regular eye tests and visual care for people with dementia by working with care providers, giving presentations, attending conferences and networking.



### Visioncall

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# VITALISE

**Vitalise offers people with disabilities and carers a place where they can come for a worry-free break to recharge and reconnect with each other. Our three UK centres are places of fun and friendship, relaxation and enjoyment. Vitalise offers breaks to adults with profound disabilities and Alzheimer's.**

## What we did this year

We trialled the following initiatives:

- Retrotherapy Activity Programme: this is a new innovative programme that was trialled at our Sandpipers centre in Southport. This involves engaging our guests in everyday activities such as 'Keeping House', 'Doll Therapy' (bathing dolls) and 'Back at the Barracks' (which includes polishing shoes). The familiarity of these past life activities serves to stimulate memories and trigger conversations. These activities can also lessen agitation and depression and give a sense of ownership and independence.
- 'Memory Box' is another part of our Retrotherapy programme. The idea is that each box will contain items from a certain time to help stimulate people with Alzheimer's by reawakening memories from long ago. A museum in Liverpool kindly donated coins for this exercise.
- Each guest brought along a photo of themselves when they were younger and these were displayed at the beginning of the week. They acted as an 'ice breaker' for guests and carers and also triggered memories and conversations.

## What we will do next year

- Use a specific grant to provide essential breaks for vulnerable people with Alzheimer's and dementia, helping to improve their quality of life.
- Provide nine specialised Alzheimer's Weeks at our three centres, to provide dedicated breaks for this very special group of people and their carers.
- We have recently made some changes to the centres in order to improve the overall experience for vulnerable people with Alzheimer's and dementia. This came about as a result of feedback drawn pro-actively from guest questionnaires, our new online forum and focus group research.



### Vitalise

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103

# WOODLAND TRUST

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**The Woodland Trust is the UK's woodland conservation charity which protects, restores and plants native woodland for social and environmental benefit.**

## What we did this year

- Promoted the health, well-being and community benefits of championing dementia friendly communities during dementia awareness week, signposting to the Dementia Action Alliance and highlighting facts about dementia to raise the public's awareness.
- Raised awareness of dementia on our VisitWoods website for four weeks, reaching 100,000 web visitors.
- Led woodland events for groups of people with dementia, along with their families and carers, to help highlight the health and well-being benefits of the natural environment.



## YECCO

**Yecco is a private social networking platform designed for and influenced by carers, families and professionals. It is a one-stop-shop for connecting people, products and services essential in the day-to-day lives of carers.**

### What we did this year

- Our CEO, Janet Jadavji, presented at Public Services' series of events, titled 'Dementia: A National Priority', along with two young carers from Yecco. They talked about their journeys of caring for a relative with dementia.
- Raised awareness of dementia and how it affects family carers of all ages on our social media outlets, as well as at exhibitions across the country such as The Alzheimer's Show, The NHS Expo and Health Plus Care, etc.
- Continued to work with commercial companies offering consultancy on how they can become more dementia friendly, developing and improving on assisted technology under the Yecco brand.

### What we will do next year

- Host a conference for 150 delegates, titled 'Dementia, Culture and Ethnicity – Uniting Black, Asian, Minority and Ethnic Communities in Dementia'. The attendees will be educated on the problems that need to be addressed for individuals living with dementia within BAME communities.
- Launch an online directory of services and products which, if applicable, will be listed as 'dementia friendly' to make information about relevant services accessible for carers and individuals with dementia.
- Continue to raise awareness of the outcomes of caring for a relative with dementia through events, exhibitions and social media outlets.



#### Yecco

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# YOUNGDEMENTIA UK

**We work directly with younger people with dementia and their families and friends in Oxfordshire and its borders. Our services include one-to-one support, family support, social events and a monthly cafe.**

## What we did this year

- Connected earlier with more younger people with dementia and their families through our individual and family services. The long-term supportive relationship now begins with better participation by the person with dementia and develops a deeper knowledge of that person and their family over time. This enables the support, information, planning and social options to be individually tailored and adapt throughout.
- Increasingly brought a young onset perspective to local and, modestly this year, national fora. We participated in Social Care Institute for Excellence consultations, the UK Dementia Congress and Dementia Action Alliance national gatherings.
- Began a collaborative research project on the impact of young onset dementia on the whole family.
- Involved younger people and their family members in the planning stages of our proposed national young onset dementia website.
- Identified ways, including through social media, for those with young onset dementia to individually and collectively determine their own quality of life.

## What we will do next year

- Increase our individual and family support service to meet the greater demand. This will include extending geographical coverage for phone/email support and exploring ways of creating young onset dementia networks.
- Strengthen our contacts with other young onset dementia services and use these to set up a national conference to share what works really well for younger people and their families. We will identify an outcome from this work which will focus on ensuring young onset dementia is included in national policies and systems – it is currently almost always neglected and ignored.
- Launch our national young onset dementia website, which aims to inform, influence and inspire. This is planned to support individuals in having the tools and resources to manage their own lives, to support professionals in improving services in their areas and to create a sense of community and connection for those living with this condition.



**YoungDementia UK**

Tessa Gutteridge

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# LOCAL DEMENTIA ACTION ALLIANCES



## Here are a few achievements from some of the Local Alliances

### Yorkshire and Humber

#### 1 Leeds

Leeds DAA is up and running with three local community organisations formally signed up – Moor Allerton Elderly Care and Otley Town Council, plus a very active campaign led by the Tea Cosy Dementia Cafe at Rothwell. Each member is taking a different approach within its community. Rothwell has had considerable success at raising the profile of the campaign and involving, for example, the police, local shops and businesses, the church, local library, and starting to spread the message with groups in neighbouring areas. Our most promising feature is the strength and diversity of local networks.

#### 2 Sheffield

Nationally and internationally, society is faced with an ever-changing set of realities that dominate everyday life, as well as the social policies which seek to improve them. Within this landscape is the continuing challenge of how to ensure our communities are inclusive of people with dementia. The Sheffield DAA is proud to be leading the charge towards this goal.

#### 3 Barnsley

The Barnsley DAA was launched with two events in the area in October. Our ultimate aim is to encourage local communities in Barnsley and the surrounding area to become dementia friendly, increasing awareness of the condition and how the community can work together to reduce stigma and allow people with dementia to contribute as fully as possible to community life.

#### 4 Bradford

Bradford District DAA launched in June this year. We have a varied membership from the statutory, voluntary and business sectors. One early success is a short DVD we made with local Co-operative Food supermarkets where store managers talked about how much difference dementia awareness had made to their staff, and therefore to their customers.

#### 5 York

York DAA has been thrilled with the response from all sectors. The most surprising outcome is that we, as people interested and working in dementia services, have learnt from people such as retailers, police, transport and the leisure industry, because for years they have done their best to support people with dementia and they are now pleased to be part of a network that will support them in this endeavour. It seems that although there is still much to do, already York is a dementia friendly place to live.

### West Midlands

#### 6 Wolverhampton

Wolverhampton City Council has hosted two conferences aimed at making Wolverhampton a more dementia friendly city.

#### 7 Herefordshire

As part of Dementia Awareness Week 2013, the Courtyard Centre for the Arts held a live drawing event to promote public awareness of dementia. The day offered a platform for people living with dementia to get involved in many aspects of what the Courtyard provides as a community venue. Carers were able to share experiences and ideas, as well as professionals and volunteers coming together to network and offer information and advice. The event practically took over the whole venue for the day, with the drawing, and a Singing for the Brain taster session, taking place in the main foyer to encourage the general public to see what was going on and get involved.

#### 8 Warwickshire

Warwickshire County Council developed an online Dementia Portal, a one-stop shop source of information on dementia for Coventry and Warwickshire, [www.livingwellwithdementia.org](http://www.livingwellwithdementia.org).

#### 9 Coventry

Coventry Solihull and Warwickshire Sport has included dementia as an eligible condition for the Warwickshire Exercise Referral Scheme, which offers a chance for those living with mild/moderate health conditions to become more involved in physical activity. People with mild to moderate dementia can now be referred to undertake a 12-week personalised exercise programme, including a one-to-one consultation with a qualified instructor.

#### 10 Redditch

Led by a Leadership Group of people living with dementia, local organisations in Redditch were invited to a number of events to encourage sign-up to the Alliance.

## 11 Sandwell

Better Understanding of Dementia for Sandwell (BUDS) has made sure all staff and volunteers have as a minimum been trained to Certificate Level 2 in the Principles of Dementia Care.

## 12 Staffordshire and Stoke-on-Trent

The Diocese of Lichfield has launched a programme to make over 20 churches in the West Midlands more dementia friendly. In partnership with local charities they have developed a four-session training module and are also looking at ways to improve the physical environment of churches.

## East Midlands

### 13 East Midlands Regional Board

The East Midlands Regional Board was established in March 2012 and since then has recruited 18 member organisations. We oversee the six local Alliances in the East Midlands and chairs from the local Alliances are invited to each quarterly board meeting. Each local Alliance has a chair or joint chair and has created its own terms of reference. Over the last year we have been looking at the role of Dementia Champions and now Dementia Friends. We have also worked with utility companies to try and improve the service provided to people with dementia and their carers.

### 14 Nottinghamshire

Nottinghamshire DAA is one of the largest local Alliances in the East Midlands and currently has 25 members from the voluntary, public and private sectors, including five of the new clinical commissioning groups. Over the last year we have appointed a chair, Susannah Spencer, who has helped develop the Alliance and enabled it to grow. Our members have taken part in many dementia awareness activities including a Dementia Friends training session with Nottinghamshire Fire Service, awareness events at hospitals across the county and local market stalls in smaller communities. We took part in a workshop looking at the person-centred approach and the use of graphic illustration, and graphically illustrated our aims, objectives and networks. Our members have also been presenting at local DAA meetings, showcasing their work on dementia. Moving forward, we have agreed to utilise existing carers groups, dementia cafes etc to get feedback locally from people with dementia and their carers and plan to look at dementia friendly communities, community education and PR.

### 15 Lincoln

Lincoln DAA held a dementia awareness event for Lincolnshire Police during Dementia Awareness Week 2013. The event gave member organisations the opportunity to talk to Lincolnshire Police staff about their services and the support that is available to people with dementia and their carers. Lincolnshire Police staff also took part in a Dementia Friends session facilitated by Susannah Spencer, Chair of the Nottinghamshire DAA. We have a dedicated Dementia Friends training session organised for October where a number of members have signed up to become a Dementia Friend Champion.

### 16 South Lincolnshire

Over the past year South Lincolnshire DAA has grown in membership and now includes private sector businesses including a number of local solicitors. Chaired by Heather Gilling, the local Alliance has undertaken a range of activities throughout 2013. During Dementia Awareness Week we held a dementia awareness event for local businesses in Bourne, a market town in South Lincolnshire. We also held a dedicated Dementia Friends Champion training session and therefore a number of the local members are now Dementia Friend Champions. Over the next quarter we will be undertaking activity to get local supermarkets involved and to encourage them to become dementia friendly. Heather Gilling also sits on the national DAA Board as a local representative and supports the development of other local Alliances across the country.

### 17 Leicestershire

During 2013, Leicestershire DAA received additional funding which enabled us to undertake awareness raising activities during Dementia Awareness Week. The three events across the county helped raise awareness as well as raise the profile of the Alliance and Dementia Friends. Over the last year our members have presented their work to others, including Leicestershire Police and Leicestershire Royal Infirmary. We have supported Leicestershire Police to review its literature for carers of people with dementia that go wandering and we have been able to share this work with police in neighbouring counties. Now that we have been going for a year, the Leicestershire chairs have taken the opportunity to canvass local members to look at the structure of the Alliance and to get their feedback on the local meetings. Moving forward, we are looking to take a business plan approach to help structure and develop the group.

## 18 Northamptonshire

Over the last year Northamptonshire DAA has taken the opportunity at local meetings to network and present to other members. We have also supported, and will continue to support, Neighbourhood Return, a project rolled out in Northamptonshire for people with memory problems that go missing. Local members have been supporting each other by offering free places on dementia training courses. Other areas of work include:

- The provision of water mist systems by the Fire Service for people with dementia that live alone and smoke.
- The Keep Safe project – a police project looking at organisations that are safe places for someone to go when they feel vulnerable.
- The Neighbourhood return scheme – a volunteer-based project we are supporting in Northants that helps to find people with memory problems who go missing.
- The 'butterfly' standard for identifying and supporting people who have dementia, being implemented at Northampton General Hospital and Kettering General Hospital.

We want the main focus for next year to be on the results of the questionnaire being developed by the Regional Board.

## 19 Derbyshire

Derbyshire DAA was launched in the first quarter of 2013, therefore our work is just beginning. Even at this early stage we have a strong membership of 11 members who have all completed their action plan showing how they aim to improve the lives of people living with dementia and their carers. We have recruited a Chair, Liz Murray, and the members have agreed to do a mapping exercise of services and a person with dementia's journey to help look at recruitment of additional members and to look for gaps in service support

## London and the South East

### 20 Pan-London Dementia Action Alliance

Launched in September, this group has begun its ambitious mission to make London a dementia friendly capital city. Twenty Metropolitan Police Officers have trained as Dementia Champions and there are plans for one in every London borough. Transport for London is including dementia awareness for the first time in its training for all bus drivers across the capital. The Royal Academy of Arts is planning regular training for customer-facing staff and to provide training for other London-based access officers to encourage them to think about how their organisations can be more dementia friendly.

### 21 Bexhill

Bexhill DAA's work included a focus on making Bexhill's GP surgeries more dementia friendly. A founder member of the DAA was part of an innovative dementia awareness training session organised by the local Memory Assessment Service (which is a pilot run by four GPs with a special interest from three local surgeries). The education afternoon helped non-specialist GPs and their teams from Hastings and Rother understand how they can help identify people with a possible dementia and put them forward for diagnosis and support.

The receptionists and secretaries booking people with memory problems in for appointments and issuing prescriptions met local service users and their carers who talked to them about the difficulties they sometimes face. Dementia friendly practice was discussed with nurses and health care assistants who care for people with dementia with attendant clinical problems, and further training needs were identified. Feedback from the day was very positive.

### 22 Westminster

In Westminster, new member the Prince Edward Theatre is providing Dementia Friends sessions for all front-of-house staff as part of the theatre's campaign to become dementia friendly. In addition, the theatre is adapting autism-friendly information to help guide carers of people with dementia to and through the theatre and is making sure its 'meet and greet' staff are well prepared to assist theatre-goers with dementia and their carers.

### 23 Enfield

Enfield DAA launched in 2013 after developing its aims and outcomes. We are localising the national approach to engage with organisations and residents in the borough to raise dementia awareness using the Dementia Friends approach. We recently commissioned a DVD and showed it in major shopping centres throughout the borough as part of a week-long initiative run by our members to raise awareness about the condition and encourage people to come forward for a diagnosis or for help following a diagnosis.

## North West

### 24 Manchester

In Manchester, members representing housing, transport, faith and the health and social care sectors joined to officially launch the Manchester DAA. We aim to raise awareness of dementia across the city by identifying over 500 colleagues, customers and volunteers who are interested in becoming Dementia Friends. We also aim to share best practice across the city; including members' work focusing on breaking down the cultural barriers to dementia friendly communities. Manchester has successfully joined the Alzheimer's Society dementia friendly communities recognition process; the Manchester DAA will be taking this work forward.

### 25 Salford

Salford Clinical Commissioning Group and University of Salford are just some of the members leading the work of Salford DAA. Due to launch at Media City in November, we have identified three themes to guide our forthcoming work: to enable people with dementia to be involved in activities that are meaningful to them, to raise awareness within organisations so that staff are dementia friendly, and to provide services in a way that anticipates the future needs of people living with dementia. Salford has successfully joined the Alzheimer's Society dementia friendly communities recognition process; the Salford DAA will be taking this work forward.

### 26 Liverpool

Following a successful year of campaigning and awareness raising, the members of Liverpool's Year of Action on Dementia have now committed to signing up as a local DAA. We will provide a legacy for the Liverpool's Year of Action on Dementia and take forward workstreams including developing a dementia training package.

St Helens, Lancashire and Cheshire East Alliances will be looking to launch in early 2014

## East of England

### 27 Peterborough

Peterborough DAA is working towards Peterborough becoming a dementia friendly city. Members have been working together raising awareness and understanding of dementia. We have been encouraging community members to become Dementia Champions and providing dementia friends sessions to a wide range of communities in Peterborough including Police Community Support Officers. We are now planning to engage and work with businesses and shopping centres to help them to become more dementia friendly and hopefully join the local Alliance.

## South West

### 28 Plymouth

The local Alliance is delivering on its aims to enable Plymouth to become a dementia friendly city. Over 400 retail businesses have signed up to the Alliance via the City Centre manager along with HM Naval Base, Plymouth Hospital NHS Trust, Plymouth Raiders basketball team, the Chamber of Commerce, Vosper's (the biggest car dealer in the South West) and Stoke Damerel School, which has taken a whole school curriculum approach to dementia. Plymouth City Council is training its entire staff to become dementia aware, Plymouth University has incorporated dementia awareness through all of its human resources policies, Plymouth libraries have 'dementia corners' and the Alliance has a co-ordinator. GP surgeries, Dartmoor Rescue and the armed forces are members of the Alliance. They are all working towards Plymouth becoming an inclusive city for people with dementia and their carers. Finally, the Plymouth Alliance team members are trained Dementia Champions who are working to ensure that all organisations within Plymouth are dementia aware.



# JOINT WORK

## Dementia Care and Support Compact

An estimated 80% of care home residents have some form of dementia. To improve the lives of these residents the Dementia Action Alliance has supported and hosted online the Dementia Care and Support Compact. Developed in response to the Prime Minister's Challenge on Dementia and led by the English Community Care Association, the Compact spells out what the Declaration means in practice for care homes. Over 150 care providers have signed up, each committing to real action to improve the quality of care for their residents living with dementia.

## Action Group on Diagnosis and Post-Diagnostic Support

Building on last year we have delivered two Department of Health co-financed initiatives:

- Joint work on the benefits of timely dementia diagnosis, with information for GPs and primary care as a main focus. This will be disseminated with the National Association for Primary Care to GPs and other deliverers of primary care including community pharmacies. It is also acting as a resource for NHS England, NHS Choices, Public Health England, Health Education England and the Department of Health. The report is intended as the start of an iterative process including prevention and crisis prevention through primary care in association with all health and social care potentials. It is a tool for understanding each other's positions and finding and building on synergies going forward.

- Post-diagnostic support. The Action Group, with Department of Health support, has piloted highly localised information prescriptions backed by patient and carer friendly 24/7 phone line support with and for GPs. We will now seek to train GP and community pharmacy staff to help people by means of such resources. NB: There are a number of information prescription, resource map and other such tools developing from Alliance members. The objective of the Action Group's work is to make all of these available to GPs and community pharmacies in the most user-friendly way possible for them and the people whose needs they serve.

## The Right Care: creating dementia friendly hospitals

- On average a quarter of hospital beds are filled by patients living with dementia. Excellent dementia care should therefore be the bread and butter of acute care across the NHS. Unfortunately the standard of care varies significantly both across and within and acute trusts. Poor care costing the NHS over £250m a year and in some circumstances results in horrendous experiences for patients. Building on the work of the National Audit of Dementia Care, the DAA launched the Right Care: creating dementia friendly hospitals. Thanks to the call 143 acute trusts have now committed to becoming dementia friendly. To support them in fulfilling their commitment we produced the D-Kit, a practical guide on steps to take to become more dementia friendly, and a webinar to link hospital staff with experts in their field.

## Housing Call to Action

The Housing Learning and Improvement Network (LIN) has members from a diverse range of professions. We aim to connect people and promote innovation and good practice in housing, care and support for older people. The Housing LIN joined the Dementia Action Alliance at the beginning of 2013. During the summer we worked with the DAA to issue a 'Housing Call to Action' to encourage our members, in particular housing providers and associated organisations, to join either the national or a local DAA and sign up to the National Dementia Declaration. The housing sector can – and already does – play an important part in supporting people with dementia to live well and independently, and in creating dementia friendly communities. Joining with other DAA members to help deliver the seven-point declaration creates the opportunity for synergies which help maximise effective use of scarce resources for the benefit of those living with dementia. To this end we jointly developed tailored guidance on how to join, and a covering email. These were emailed to all Housing LIN members and put on our dedicated Focus on Dementia web pages ([www.housinglin.org.uk/housinganddementia](http://www.housinglin.org.uk/housinganddementia)). We followed this up with a piece in the September edition of the Housing LIN's regular e-news, Housing with Care Matters, which is circulated to 48,000 members. We also gave a presentation at our regional network meeting in the East of England on the rationale and benefits of joining. We plan to continue to work with the DAA and others to drive this forward. We can be contacted at [dementia@housinglin.org.uk](mailto:dementia@housinglin.org.uk).

## Dementia Friendly Communities

Over the summer, Alzheimer's Society explored new evidence from people with dementia, looking at their experiences of living in their community and the key things they would like to see in a dementia-friendly community. With the backing of our partners in the Dementia Action Alliance, the report highlighted the practical ways that many organisations are taking the dementia-friendly message forward. Excellent examples from DAA members are featured throughout the report. Building dementia-friendly communities: A priority for everyone is available at [alzheimers.org.uk/buildingdfcs](http://alzheimers.org.uk/buildingdfcs).

## Intergenerational Schools project

During the school year 2012/13, 22 schools were engaged in a pioneering project to explore ways of developing children and young people's knowledge and understanding of dementia and develop a diverse range of teaching resources and events to teach children about dementia.

Over 2,000 children directly participated in a variety of activities to aid learning about dementia, including dementia awareness lessons, choir visits to dementia care homes, debates and art, drama and music projects.

On 16 October, the evaluation of this work (Phase One) by the University of Worcester Association of Dementia Studies, and a Dementia Resource Suite, the collation of the tools and resources developed by schools, will be launched. Following this launch, we will be promoting it across England to get schools to become involved in Phase Two and be inspired to develop their own lessons and resources to give the children in their schools an awareness of dementia and help us to create a dementia friendly generation.

# DEMENTIA ACTION ALLIANCE MONEY

**The Dementia Action Alliance is jointly funded by its members, with Alzheimer's Society acting as the accountable body and host to the Secretariat.**

In another challenging year of budgetary constraint, member organisations have continued to respond generously to the call for support and committed to contributing even greater resources to the work of the Alliance.

## Income

**Table 1** opposite provides an overview of the predicted income of the Alliance from 30 June 2013 to 31 July 2014. A total of **£236,125** has been raised through a combination of **£139,125** in direct member contributions, **£17,100** raised from sponsorship of the annual event, **£47,000** in member support to Action Groups, and in kind support from members worth **£32,900**.

Member support to Action Groups and in kind contributions include:

- £35,000 from Age Trust to run the Action Group on Diagnosis and Post Diagnosis Care Action Group;
- £25,000 hosting costs for the Secretariat by Alzheimer's Society;
- £3,000 for printing of the Annual Report by Radcliffe & Speechmark Publishing;
- £500 venue and event management for Second Quarterly meeting of 2013 by the Royal Pharmaceutical Society; and
- £2,000 contributed by Dementia Web supported by Guideposts Trust to support to the Carers Call to Action.

Thank you to the Alliance members listed opposite who have so far contributed/ committed to the running cost of the Alliance.

## Expenditure

Expenditure by the core Alliance team is expected to grow by 29% to **£166,703** during 2013/14. The increase is due to the expansion of resources set out within the DAA Strategy including more staff time and a larger annual event.

**Table 2** on page 140 provides the predicted expenditure of the Alliance, for the period 1 July 2013 to 30 June 2014.

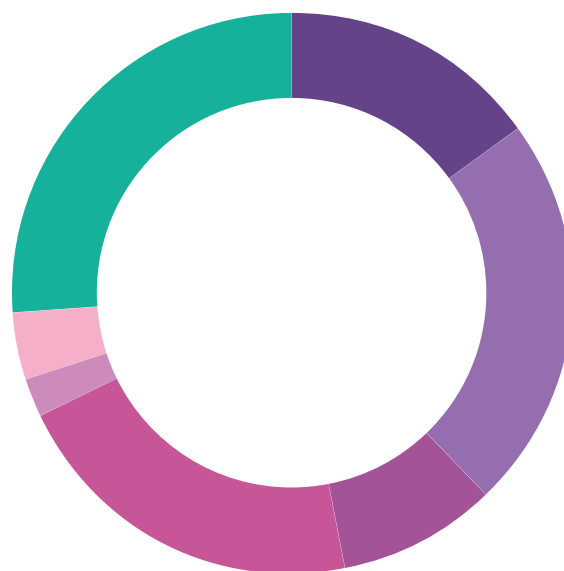
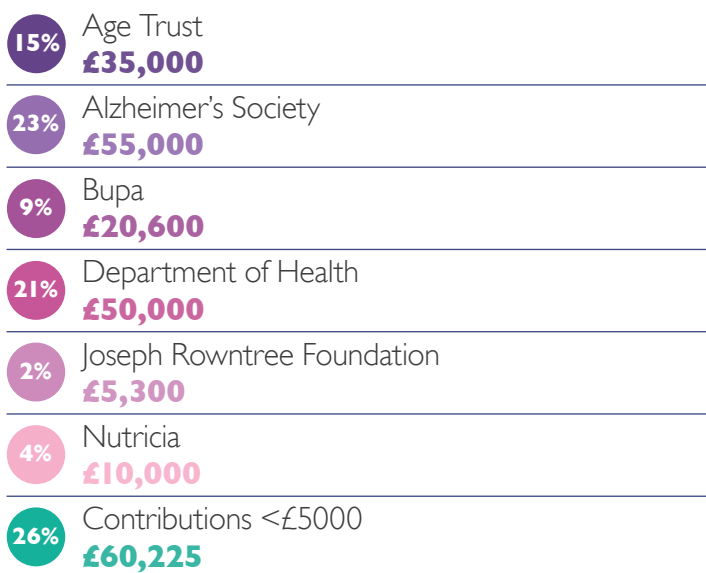
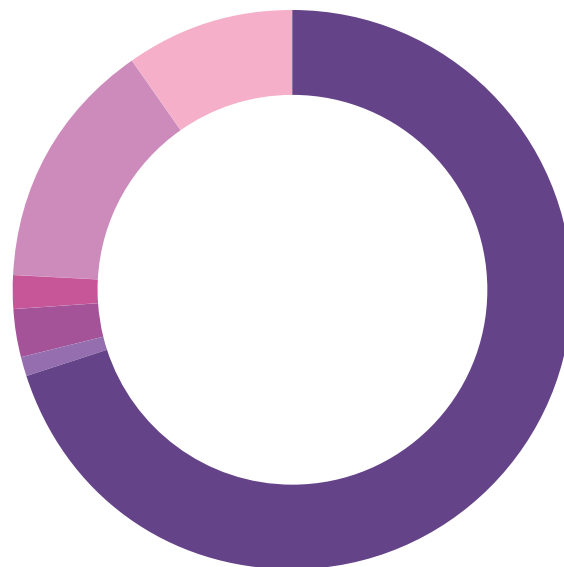
**Table I: Dementia Action Alliance Income**

Organisation sponsorship	Contribution Group Stalls	Event finance support	Action	In kind	Total support
Age Trust			£35,000		
Age UK	£5,000				
Alzheimer's Research UK	£2,000	£300			
Alzheimer's Society	£30,000			£25,000	
Anchor	£5,000				
Association for Dementia Studies, University of Worcester	£500				
Barchester Healthcare	£1,500	£300			
British Association for Counselling and Psychotherapy	£500				
British Psychological Society	£3,000				
Bupa	£5,000	£15,600			
Carers Trust	£1,500				
Citrus Training Solutions	£500				
College of Occupational Therapists				£1,000	
Dementia Adventure CIC	£250				
Dementia Advocacy Network	£125				
Dementia Web hosted by Guideposts Trust			£2,000		
Department of Health	£50,000				
Excelcare	£5,000				
Faculty of Old Age Psychiatry, Royal College of Psychiatrists	£250				
Guinness Care and Support	£1,000				
Hallmark Care Homes	£4,500				
Hft	£250				
Jewish Care	£1,500				
Joseph Rowntree Foundation	£5,000	£300			
Ladder to the Moon	£250				
Lilly UK	£5,000				
Lost Chord	£250				
MHA Care Group	£250				
My Life Software	£1,000				
MyAmego Healthcare Ltd	£250				
National Care Forum	£250				
Norfolk & Suffolk Dementia Alliance	£500				
Nutricia			£10,000		
Prestige Nursing + Care	£3,000				
Radcliffe & Speechmark Publishing				£3,000	
Royal College of Nursing				£3,400	
Royal Pharmaceutical Society				£500	
Social Care Institute for Excellence	£2,500				
Southern Healthcare	£250				
The Alzheimer's Show organised by Draw Events	£250				
The Direct Marketing Association	£500				
The Life Story Network CIC	£250				
Thomas Pocklington Trust	£2,000	£300			
Track Your Ltd		£300			
trueCall	£250				
	<b>£139,125</b>	<b>£17,100</b>	<b>£47,000</b>	<b>£32,900</b>	<b>£236,125</b>

**Table 2: Dementia Action Alliance expenditure**

Item	Actual spend 2012/13	Predicted spend 2013/14
Secretariat staffing	£83,017	£121,010
Venue hire and subsistence for Alliance meetings	£57	£2,060.00
Accommodation and travel costs for people with dementia and carers	£3,690	£5,150.00
An annual report	£2,812	£3,182.70
An annual event	£16,285	£25,000.00
Website development	£16,090	£10,300
Unrecoverable VAT	£7,613	
<b>Total budget</b>	<b>£129,564</b>	<b>£166,702.70</b>

These are estimates and may be subject to revisions.

**Chart 1: Financial and in kind contributions****Chart 2: Predicted expenditure by type**

# NUMBERED LIST OF NATIONAL MEMBERS

- 
- |    |   |    |   |
|----|---|----|---|
| 1  | 360 Forward   | 32 | College of Occupational Therapists/British Association of Occupational Therapists |
| 2  | Active Minds  | 33 | Country Cousins   |
| 3  | AESOP Consortium  | 34 | Dementia Adventure CIC  |
| 4  | Age UK  | 35 | Dementia Advocacy Network   |
| 5  | Age Watch   | 36 | Dementia Pathfinders Community Interest Company                                   |
| 6  | Agetrust<br>(The Age Related Diseases And Health Trust) | 37 | Dementia Services Development Centre  |
| 7  | All Party Parliamentary Group on Dementia (APPG)        | 38 | Dementia UK   |
| 8  | Allied Healthcare                                       | 39 | Dementia Web Guideposts Trust   |
| 9  | Alzheimer's Research UK                                 | 40 | Department of Health  |
| 10 | Alzheimer's Society                                     | 41 | Design Council  |
| 11 | Amore Care  | 42 | English Community Care Association  |
| 12 | Anchor  | 43 | Excelcare   |
| 13 | Architectonicus   | 44 | ExtraCare   |
| 14 | Arts 4 Dementia   | 45 | Eyeway Signs  |
| 15 | Association for Dementia Studies                        | 46 | Find  |
| 16 | Association of British Neurologists                     | 47 | FinerDay  |
| 17 | Association of Directors of Adult Social Services       | 48 | Four Seasons Health Care  |
| 18 | Barchester Healthcare                                   | 49 | Guinness Care and Support   |
| 19 | Beth Britton  | 50 | Hallmark Care Homes   |
| 20 | Bradford Dementia Group                                 | 51 | Hawker Publications   |
| 21 | British Association for Counselling and Psychotherapy   | 52 | Health Education England  |
| 22 | British Geriatrics Society                              | 53 | Helping Hands   |
| 23 | British Psychological Society                           | 54 | HFT   |
| 24 | BSI   | 55 | Home Instead Senior Care  |
| 25 | BT  | 56 | Housing 21  |
| 26 | Bupa Care Services                                      | 57 | Housing and Dementia Research Consortium (HDRC)                                   |
| 27 | Care Quality Commission                                 | 58 | Housing Learning and Improvement Network  |
| 28 | Care UK<br>Carers Trust                                 | 59 | Independent Age   |
| 29 | Chartered Society of Physiotherapy                      | 60 | Innovations in Dementia Community Interest Company                                |
| 30 | Citrus Training Solutions                               | 61 | International Longevity Centre-UK   |
| 31 | Clairmont Limited                                       | 62 | Jackie Pool Associates Ltd  |

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- |    |   |     |  |
|----|---|-----|--|
| 63 | Jewish Care   | 92  | Parkinson's UK   |
| 64 | Joseph Rowntree Foundation/<br>Joseph Rowntree Housing Trust                | 93  | PayingForCare  |
| 65 | Journal of Dementia Care  | 94  | Penderels Trust  |
| 66 | Kim Grove – Garden Designer   | 95  | Pictures to Share C.I.C.   |
| 67 | Kings Health Partners Academic Health<br>Sciences Centre                    | 96  | Pintrack Ltd   |
| 68 | Ladder to the Moon  | 97  | Pozzoni LLP Architects   |
| 69 | Lewy Body Society   | 98  | Prestige Nursing + Care  |
| 70 | Lilly UK  | 99  | Public Health England  |
| 71 | Lloyds pharmacy   | 100 | Radcliffe & Speechmark Publishing                                |
| 72 | Local Government Association  | 101 | Re:Cognition Health  |
| 73 | Lost Chord  | 102 | Recogneyes   |
| 74 | Lundbeck  | 103 | Riverside  |
| 75 | Mental Health Foundation  | 104 | Rotarians Easing Problems of Dementia                            |
| 76 | MHA Care Group  | 105 | Royal College of General Practitioners                           |
| 77 | My Life Software  | 106 | Royal College of Nursing   |
| 78 | Myageingparent.com  | 107 | Royal College of Physicians                                      |
| 79 | MyAmego Healthcare Ltd  | 108 | Royal College of Psychiatrists,<br>Faculty of Old Age Psychiatry |
| 80 | National Association for Providers of Activities<br>for Older People        | 109 | Royal College of Speech and<br>Language Therapists               |
| 81 | National Care forum   | 110 | Royal Pharmaceutical Society                                     |
| 82 | National Council for Palliative Care<br>& Dying Matters Coalition           | 111 | Royal Voluntary Service  |
| 83 | National Development Team for Inclusion<br>(NDTi)                           | 112 | Shared Lives Plus  |
| 84 | National Housing Federation   | 113 | Skills for Care  |
| 85 | National Institute for Health & Care Excellence                             | 114 | Skills for Health  |
| 86 | National Skills Academy for Social Care                                     | 115 | Social Care Institute for Excellence                             |
| 87 | NHS Alliance  | 116 | Social Care Workforce Research Unit                              |
| 88 | NHS Confederation   | 117 | Solicitors for the Elderly                                       |
| 89 | NIHR Dementias and Neurodegenerative<br>Diseases Research Network (DeNDRoN) | 118 | Southern Healthcare  |
| 90 | Norfolk and Suffolk Dementia Alliance                                       | 119 | Stroke Association   |
| 91 | Nutricia Advanced Medical Nutrition   | 120 | The Abbeyfield Society   |
|    |   | 121 | The Alzheimer's Show   |
|    |   | 122 | The Charity for Civil Servants                                   |
|    |   | 123 | The Direct Marketing Association                                 |
|    |   | 124 | The Good Care Group  |

- 
- 125 The Life Story Network CIC
  - 126 The Orders of St John Care Trust (OSJCT)
  - 127 The Retreat
  - 128 Thomas Pocklington Trust
  - 129 Three Minute Trainer
  - 130 Tim Lynch Associates
  - 131 Towergate Financial
  - 132 Track Your Ltd
  - 134 trueCall Ltd
  - 135 United Kingdom Homecare Association  
(UKHCA)
  - 136 University of Salford
  - 137 Visioncall
  - 138 Vitalise
  - 139 Woodland Trust
  - 140 Yecco
  - 141 YoungDementia UK



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