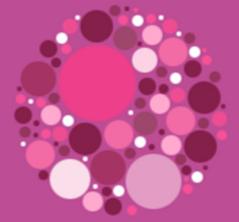


Dementia Action Alliance



Board Paper – 27th August 2014

This is a report prepared for the Dementia Action Alliance Board ahead of their meeting on 27th August. It provides an update on progress made against the DAA Strategy since April 2014 and outlines some of the decisions to be made by the Board.

The Dementia Action Alliance overall performance

August 2014 update

Membership: 1,875 members (171 national and 1,704 local). Overall increase of 61% of local members and 0% for national members

Actions: Total actions committed has risen to 6,928 (including 1,700 planned, 1,778 being delivered and 218 completed)

End of Year Accounts 2013/14: Total income of £159,157 / Total Expenditure of £135,157

Budget for 2014/15: Forecast income of £174,290 / Forecast expenditure of £172,945

Local Dementia Action Alliances: 98

Induction: 45 local Dementia Action Alliance Leads trained up to use the website since April

Quarterly Meetings: 122 attended dementia-friendly environments event in May. 67 confirmed for September meeting on psycho-social interventions, entitled "Self and soul: coming to terms with myself". The venue only has capacity for 80 so we are expecting it to be over-subscribed again

Annual Event: Focus on building long term commitment on dementia. Central Hall has been booked and sponsorship from Bupa has been sourced. 67 confirmed attendees without wide promotion

Webinar Programme: 9 webinars have been run on a range of topics, from dementia-friendly gardening to the needs and rights of carers. There have been an average of 71 participants per webinar.

Matters arising from the previous meetings:

Encouraging members to take action

Decision at 15/04/2014 Board meeting

The DAA Board asked the Secretariat to call all national DAA members over the next 6 months, starting with the least active. It was agreed that national members would be expected to have advanced on the delivery of their commitments over the past year or could expect to have their membership reviewed.

August 2014 update

In June, all national members were sent a request for an Annual Report submission and to complete and disseminate the DAA Impact Survey. Eight national members have been met face to face with a big push to contact all national members planned in last August / September to coincide with the final request for the Annual Report submissions.

Progress against this action has though been slower than expected due to capacity constraints within the team. This is largely because the national DAA Secretariat has provided more support than expected to the Local Dementia Action Alliance Programme. This situation will be partially rectified when the DAA Digital Officer comes into post. Colleagues in Alzheimer's Society are also looking at how they can boost their support in this area.

Board action required

- No action required at this stage.

Right Care: creating dementia-friendly hospitals

Decision at 15/04/2014 previous Board meeting

The Right Care had a huge success in signing up hospital trusts to commit to becoming dementia-friendly. A survey of hospitals found that sign up had resulted in improvements on the ground and that hospitals were willing to pay £1,000 for additional support.

Dawn Brooker (Research Board Rep) and Karen Harrison-Denning (Clinical Board Rep) were tasked to work with the DAA Secretariat to produce a project brief for an initial appointment/consultant who would work up the next phase of the Right Care.

August 2014 update

A Right Care brief was drafted by the DAA Secretariat in May/June. Following discussions with the Clinical and Research Board Representatives it was decided that the Secretariat would conduct further horizon scanning to reduce the risk of duplication with other initiatives. This was due in part to parallel conversations between Public Health England, Health Education England, the Department of Health and the Alzheimer's Society on creating dementia-friendly NHS organisations.

The DAA Secretariat convened a teleconference with these and other hospital stakeholders on the 17th July to explore opportunities to improve collaboration between the Right Care and the other initiatives to create dementia-friendly hospitals.

The outcome of the call was an agreement to join forces and hold a roundtable of all interested parties in mid-September to generate the principles of a dementia-friendly hospital. The session will last 4 hours and is expected to produce an output that will be tested with hospitals and hopefully launched at the DAA Annual Event. It is expected that the project will still be delivered within the original timescales.

Board action required

- No action required at this stage.

Local Dementia Action Alliances

Decision at 15/04/2014 Board meeting

The DAA Board is to form a subgroup to promote the sustainability of Local Dementia Action Alliances.

August 2014 update

There are now 98 Local Dementia Action Alliances each with their own dedicated space on the DAA website.

Key developments carried out by the National DAA Secretariat since April 2014:

- Working in partnership with the Alzheimer's Society to ensure that the sustainability of local Dementia Action Alliances is in line with wider plans for Dementia-Friendly Communities. Alzheimer's Society, which hosts DAA Regional leads and a number of local DAA Coordinators, is currently reviewing its own commitment to local DAAs. As the biggest employer of Local DAA staff Alzheimer's Society's decision will affect what level and type of support will be needed from the National DAA Secretariat. It is hoped that the review will be completed in the autumn 2014.
- Conducted an audit of Local Dementia Action Alliances to establish how they are run and who by. These results have been shared with Heather Gilling and facilitator Steve Poole, who will use these findings to consult with local DAAs to identify issues and opportunities ahead of the Strategy Board meeting.
- Provided on-going support to Local Dementia Action Alliances including: speaking at launches, inducting new DAA Coordinators on using the DAA website, maintaining fortnightly co-ordinator catch-up calls, and ad hoc support to 'orphaned' LDAAs without paid coordinators.
- Pleased to announce that is has recruited Renee Arceo as the DAA Digital Officer. Her role will be to manage the DAA website, social media and DAA Secretariat Network.

Board action required

There are two local Dementia Action Alliance developments that require the attention of the Board.

Does the national DAA allow non-English Local Dementia Action Alliances to sign up?

The DAA officially covers England and receives funding from the Department of Health, which is restricted to that area. It has though signed up the Isle of Man Dementia Action Alliance and has received a request from the Swansea DAA to do the same.

Secretariat recommendation: Local DAAs within Wales, Scotland and Northern Ireland are allowed to use the DAA website and Declaration but would be asked to make a financial contribution should they wish to receive wider support. Conversations are to be had with Alzheimer's Scotland and

Alzheimer's Society Directors in Wales and Northern Ireland to discuss how widely this should be promoted and what relationship they should have with the DAA in England.

Should businesses outside of Health and Social Care be allowed to join the National Dementia Action Alliance?

The national Dementia Action Alliance is focused on improving health and social care and currently lacks the resources to drive improvements outside of those sectors. There is also a substantial programme of business engagement being undertaken by the Alzheimer's Society, Public Health England and 23 Red as part of the Prime Minister's Challenge on Dementia. Reasons to review this policy:

- The National Dementia Declaration requires changes outside of health and social care to be achieved.
- Local businesses and branches of local businesses are already members of the wider DAA. Local Dementia Action Alliances have requested that the national Dementia Action Alliance sign up national businesses to further facilitate their signup to local Dementia Action Alliances.
- The Alzheimer's Society is working with Public Health England and the Department of Health to develop a Dementia-Friendly organisation recognition process. Informal enquires have been made about working in partnership to use the Dementia Action Alliance infrastructure of the website and action planning to monitor the performance of organisations.
- DAA Board members have informally raised the value of health and social care and non-health and social care representatives meeting at DAA events to share good practice.

Secretariat recommendation: The Alzheimer's Society and Public Health England are recognised as leading on engaging businesses to become dementia-friendly. They are asked as part of that engagement to get head office approval from national businesses to involve their local branches in Local DAAs. The DAA website is offered up as infrastructure but on the proviso that no direct support is provided to businesses by the National DAA Secretariat. The National DAA Secretariat work in partnership with Alzheimer's Society and Public Health England to connect national businesses with national DAA health and social members to promote shared learning.

Public Affairs work

Decision at 19/02/2014 Board meeting

The Dementia Action Alliance Board agreed to conduct a survey of members to test the impact of the National Dementia Strategy and validity of the priorities, given that there have been developments since the NDS was first launched. There would be three survey audiences:

- National members
- Local members
- People with dementia and carers

The DAA to run roundtable events with member organisations and manifesto drafting teams.

Decision at 15/04/2014 Board meeting

DAA Board to form a sub-group to approve the final surveys before they are disseminated.

August 2014 update

- The National DAA Secretariat has worked with the University of Worcester to draft two 'four years on' surveys of DAA members and carers and people with dementia. The survey was approved by the sub-group of the Board and launched in June 2014 to all DAA members and local DAAs. There have been a total of 690 responses including 48 from people living with dementia. The Department of Health have agreed to use the outputs from the research to inform their successor to the National Dementia Strategy/ Prime Minister's Challenge on Dementia. The formal results of the survey will be launched at the DAA Annual Event.
- The National DAA Secretariat approached the manifesto drafting teams of the main political parties and had worked with the DAA Board to draft a set of DAA asks. There was sadly no appetite from the political parties for the manifesto drafting sessions though the DAA Secretariat has agreed to work with the Alzheimer's Society to produce a joint 'dementia' hustings during the General Election period in April 2015.

Board action required

- Recommendations on how the outputs of the survey will be used to maximise impact.

Carers Call to Action

The Carers Call to Action (CC2A) was launched at the Annual Event on 20th November 2014. The 'ask' is for Health and Wellbeing Boards (HWB) to sign-up to the shared vision of the call by the end of March 2014.

August 2014 update

The CC2A has continued to build up a head of steam. The key developments since August have been:

- Planning and organising the CC2A event scheduled for the 6th October. The day will set out to an audience of commissioners and wider stakeholders how and why carers should be supported. Confirmed speakers include Baroness Greengross, current and former carers, Prof Alistair Burns and an LGA representative. A CC2A Booklet will also be launched on the day.
- Championing the needs of carers at 46 external meetings and conferences such as Alzheimer's Show. This has resulted in high level endorsements from the Secretary of State for Health and Care Minister and 600 other sign-ups.
- Engaging with Local Dementia Action Alliances to ensure that the needs of carers are factored into local decision-making.

Board action required

- Ambition and funding of the Carers Call to Action following the end of funding in March 2015.

Staffing

Decision at 15/04/2014 Board meeting

The DAA Board approved the creation of a DAA Digital and Local Alliance Officer and DAA Right Care Officer. The former job description and title will be signed off by Heather Gilling and the latter by Karen Harrison-Denning and Dawn Brooker.

The National DAA Secretariat were to draft up job descriptions for the respective Board members to approve.

August 2014 update

The Right Care role / contractor was postponed following a decision by the relevant Board members.

The Digital DAA Officer job description was drafted by the Secretariat and approved by the Local DAA Board representative and Alzheimer's Society Human Resources team. The DAA Secretariat is pleased to announce that Renee Arceo has been successfully recruited to the role of DAA Digital Officer. Renee will start her new role in September.

For the past year Renee has been working as the DAA Assistant and Website Contractor and has been responsible for developing the DAA brand guidelines and improvement works on the DAA Website.

The DAA Secretariat will be recruiting a replacement DAA Assistant post in September. This will provide support and capacity during the crunch point of September and October when the Annual Event and Annual Report need preparing.

Board action required

- No action required at this stage.

Dementia Action Alliance Finance

End of year accounts

Decision at 15/04/2014 Board meeting

The DAA Board approved the interim accounts provided by the Alzheimer's Society Finance Team. They also requested a full breakdown of the re-profiling of National DAA costs to the LDAA Programme for 2013/14.

August 2014 update

The final End of Year Accounts for the DAA has been produced by the Alzheimer's Society with support from the DAA Treasurer and DAA Secretariat. Full End of Year Accounts will be circulated to Board members ahead of the meeting. An overview can be found in Annex 2.

Income

From July 2013 to June 2014 the DAA received **£159,649**. This was marginally less than the **£163,925** anticipated within the Strategy and the £169,000 committed by members. The DAA Secretariat will be doing one last chase of these national members to give them a final opportunity to come good on their commitment.

Expenditure

During 2013/14 the DAA Secretariat spent **£135,157**. This is £31,543 less than the **£166,700** anticipated in the DAA Strategy.

The reduced spend is primarily due to:

- The DAA Communication Advisor role being replaced by a lower cost Website Contractor
- A smaller Annual Event than the one expected in the DAA Strategy
- Retrospective re-coding of £7,115 of costs incurred by the National DAA Secretariat in supporting the Alzheimer's Society's delivery of the Local Dementia Action Alliance Programme in 2012/13
- No National DAA Secretariat core costs were re-profiled against the Local Dementia Action Alliance budget for 2013/14.

DAA Forecast Income for 2014/15

The forecast income of the National DAA is **£174,290**. The increase in income is primarily due to more sponsorship from the Annual Event and a marginal increase in the value of member contributions. A full breakdown in forecast income is included in table 1 below:

Table 1: DAA Forecast income for 2014/15

Item	Forecast income for 2014/15
Committed Alzheimer's Society	£30,000
Committed Department of Health	£50,000
Uncommitted member donations (based on previous year)	£58,200
Uncommitted Annual Event Stalls	£2,400
Committed Annual Event Sponsorship	£15,200
Uncommitted Annual Event Drinks	£2,490
Uncommitted Annual Event Supporter	£8,000
Total	£174,290

Budget for 2014/15

The National DAA Budget for 2014/15 will be **£172,945**. The increase is primarily to pay for an increase in staffing to support the DAA website and DAA Secretariat Network and a larger Annual Event. A full breakdown can be found in table 2 below:

Table 2: DAA Budget for 2014/15

Item	Total Predicted Expenditure for 2014/15
National Secretariat	£148,565
Alliance meetings	£2,060
Accommodation and travel for people with dementia and carers	£5,150
An Annual Report	£1,970
An Annual Event	£11,200
Website development	£4,000
Total cost	£172,945

The National DAA Secretariat will be able to draw down an additional £17,000 from the Local Dementia Action Alliance Programme budget to scale up the Annual Report (£2,000), Annual Event (£9,000) and website to support/include local members (£6,000). These figures are not reflected in the figures above but will be included in the Annual Accounts.

A separate Carers' Call to Action budget will be submitted to the Board at the next meeting.

Annex 1: Dementia Action Alliance Strategy Summary

Goal - 2015 and beyond

The Dementia Action Alliance becomes the hub of the health and social care element of the dementia sector. When the current phase of the Prime Minister's Challenge on Dementia ends in March 2015, members will co-produce priorities for this element of the sector and initiate joint programmes of work to fulfil them.

Route to achieving this:

Creating a Board to guide the work of the Alliance

It will include two resident members, six elected members and four invited individuals to provide clinical expertise and experience of living with dementia and caring for someone with dementia.

Building the network

The Alliance will continue to grow. Membership is expected to reach 680 members by 2015: comprising approximately 180 national members and 500 local members.

Enhancing member work

Alliance staff will continue to enhance the impact of member actions through encouraging information sharing, providing an active 'dating service', promoting collaboration, and suggesting actions.

Delivering joint work

Between 2012 and 2015 the Alliance will conduct an on-going programme of joint work that will be funded externally. This will include the Right Care, Early diagnosis and post diagnosis care pathway Action Group and the Carers Call to Action.

Outcome indicators

The Alliance will work closely with the Alzheimer's Society to continue to develop their Dementia Report, which collects statistics against the outcomes of the Declaration and use it to monitor the progress of the Alliance.

Alliance Events

Quarterly meetings will remain primarily for national members and the Annual Event will be formalised as the place where local and national members meet.

Staffing

The Alliance core staff team is to be increased by one full time equivalent post, bringing in external communication expertise to promote member work and freeing up capacity to initiate further areas of joint work (business case included below).

The Alzheimer's Society has agreed to continue hosting the Alliance core staff team for the next four years.

Income and expenditure

Alliance expenditure is expected to rise from **£126,687** in **2011/12** to **£171,705** in **2014/15** to fund an increased core staff team, larger annual event and dedicated website budget. Alliance income is expected to rise from **£124,625** in **2011/12** to **£174,550** in **2014/15**.