

Dementia Action Alliance



Strategy for 2015

Introduction

On the 27th August the Dementia Action Alliance (DAA) Board and Secretariat conducted a light touch review of the DAA Strategy, which expires at the end of June 2015. The session also covered the purpose of a future strategy and overarching priorities it should tackle.

Purpose

The DAA Board identified the following issues that a future DAA Strategy should tackle:

- Provide focus
- Create an effective National DAA forum
- Provide clarity of purpose and role
- Empower people – give permission and enable absorption
- Identify gaps in membership sectors and support activity aimed at filling those gaps
- Enable focus on prevention
- Manage expectations
- Reflect the needs of the Dementia Action Alliance
- Represent those needs appropriately at a strategic level
- Provide a national shared space
- Bring related organisations together
- Protect against tokenism by enabling the provision of individual and collective support to National members

The Strategy

The DAA Board agreed the following outline to the DAA Strategy:

Overall ownership of the concept sits with the National DAA Board.

Overall purpose is to enable a change in societal attitudes to dementia and make a practical difference to people with dementia and their carers.

The strategy aims to provide an identity for the National DAA and Local DAAs, enabling greater consistency across the country and ensuring that all DAAs are able to work within the values listed below:

- Action, not talking
- Adhering to the best available practice and information
- Mutual support, trust and transparency
- A neutral space for action
- Voluntarism and local autonomy
- A safe space, not a platform for criticism
- Being part of the national movement i.e. use of website and action plans
- Involving people with dementia and their carers

The interests of Local DAAs are represented on the Board by a Local Representative who was nominated by local members.

The national Board reserves the right to withdraw the logo from Local DAAs that are deemed to not to be working within the spirit of the movement.

The National DAA will model and mirror local Dementia Action Alliances by:-

- Providing individual and collective support to National DAA Members.
- Working with Regional and Local DAAs along with other related organisations to evidence, reflect and represent collective issues and views to the appropriate strategic audience.
- Concentrating limited resources by identifying and focusing its activity on 1 – 3 collectively agreed actions per year e.g. prevention.
- Enabling the National Secretariat to further contribute to the effectiveness of communication across the Alliance Network, providing a shared space, further developing the DAA Forum and thereby strengthening understanding and the effectiveness of joint working.
- Managing the budget and its distribution.
- Establishing gaps in the National membership and working towards filling those gaps.
- Actively involving people living with dementia and carers in all elements of the DAA's work.

Required actions:

- Clarify and communicate the role of the National Secretariat to ensure its purpose is understood and is fit for the function it is there to deliver.
- Appoint a DAA Partnership Manager with the remit to provide collective and individual support to National members aimed at stimulating them to deliver against their Action Plans.
- Supporting national members to identify and implement a process with the objective of developing the successor to the Prime Minister's Challenge on Dementia.
- Promote activity aimed at developing engagement with the care of people with more advanced dementia as they approach end of life care.
- The DAA Secretariat to produce an implementation plan for the Board to demonstrate how it will deliver upon these objectives.

The National Dementia Action Alliance Business Plan

Our approach to change

The National Dementia Action Alliance Secretariat will deliver on the priorities listed above through building a reciprocal relationship with our members.

Monies will be raised from national members through grants, sponsorship and voluntary donations. These will fund a national DAA Secretariat team that will support members to make and fulfil commitments and drive forward improvements in health and social care for people affected by dementia.

The DAA will operate a social enterprise model with surplus income reinvested as seed funding for joint programmes of work.

Our reciprocal relationship with our members:

Our asks of our members

- To commit to, and undertake, meaningful action to improve the lives of people affected by dementia
- To report on the progress through an up to date action plan on the DAA website (at least once every 6 months)
- To make either an in-kind or financial contribution to the running costs of the DAA (roughly in line with turnover)
- To be an active DAA member, participating in DAA events and area of joint work
- To uphold the values of the DAA.

Our offer to our members:

- Free quarterly meetings and webinars on good practice and latest developments within the dementia sector
- Disseminating research findings and broadcasting achievements through the website, newsletter, social media and events
- Keeping dementia as a national priority through supporting national member advocacy work
- Ensuring the needs and issues of members are heard by senior decision-makers
- Developing, supporting and running Calls to Action to galvanise joint member work
- Coaching on actions to take and people to connect with
- Protecting the DAA values
- Providing a forum for cross DAA consensus building.

2015 Objectives

The section below outlines the activities that the DAA Secretariat will undertake to fulfil the objectives set by the DAA Board during the calendar year of 2015.

Objective	Activity	Owner
Providing individual and collective support to National DAA Members	One face to face meeting / telephone call with each national member to coach and cajole them to take action on dementia and support the DAA	DAA Partnership Manager (to be recruited)
	At least four free national events and four free national webinars to keep members up to date with cutting edge developments and plan joint work	DAA Engagement Officer
	Induct new members on using the DAA website	DAA Digital Officer
	Involving DAA Affiliates in all National Dementia Action Alliance work	DAA Engagement Officer
	Advise members on involving people affected by dementia in all of their work	DAA Engagement Officer
Working with Regional and Local DAAs along with other related organisations to evidence, reflect and represent collective issues and views to the appropriate strategic audience	Advocate for a successor to the Prime Minister's Challenge on Dementia by using the results from the DAA Impact Survey	DAA Executive Lead
	To explore the need for- and if so, deliver- a follow up survey during Summer 2015 and monitor progress since the General Election	DAA Executive Lead
	Organise the DAA Annual Event and produce the DAA Annual Report to raise awareness of issues affecting members	DAA Engagement Officer
	Induct new Local Coordinators. Run fortnightly calls. Run at least 6 local webinars a year. Create a quarterly newsletter for Local coordinators. Manage and upload all Local members and Alliances where there is no coordinator in post	DAA Digital Officer
	Organise a dementia 'hustings' with the three major political	DAA Engagement Officer

	parties ahead of the General Election in 2015	
	Ensure that people affected by dementia are included in all elements of DAA work	DAA Engagement Officer
Concentrating limited resources by identifying and focusing its activity on 1–3 collectively agreed actions per year e.g. prevention.	Promoting the Right Care: creating dementia-friendly hospitals	DAA Partnership Manager (to be recruited)
	Ensuring the sustainability / legacy of the Carers' Call to Action post-March 2015	DAA Executive Lead
	Starting a third call to action on an issue determined by the DAA Board	DAA Partnership Manager (to be recruited)
Enable the National Secretariat to further contribute to the effectiveness of communication across the Alliance Network, providing a shared space, further developing the DAA Forum and thereby strengthening understanding and the effectiveness of joint working.	DAA events to include regular shared working sections	DAA Engagement Officer
	50% increase in unique visitors to DAA website in 2015. 50% increase in twitter followers in 2015	DAA Digital Officer
	Review and do housekeeping of website once a week	DAA Digital Officer
	Create and develop an area by June 2015 for local DAA coordinators to share and access work	DAA Digital Officer
	Review all communications to comply with brand guidelines. Where possible design them in-house	DAA Digital Officer
	DAA work promoted to external audience through media and speaking at events	DAA Executive Lead
Manage the budget and its distribution	Quarterly updates to the Board on financial position of the DAA	DAA Executive Lead
	Effective project management of all strands of DAA activity	DAA Executive Lead
Establish gaps in the National membership and work towards	Audit national membership against objectives, identify gaps and invite	DAA Partnership Manager (to be recruited)

Staffing

DAA Executive Lead

- Overall responsibility for delivering the Strategy
- To undertake the DAA Impact Survey during Summer 2014 and use results to advocate for a successor to the Prime Minister's Challenge on Dementia
- Ensure sustainability / legacy of the Carers' Call to Action post-March 2014
- DAA work promoted to external audience through media and speaking at events
- Quarterly updates to the Board on financial position of the DAA
- Effective project management of all strands of DAA activity.

DAA Partnership Manager

- One face to face meeting / telephone call with each national member to coach and cajole them to take action on dementia and support the DAA
- Promoting the Right Care: creating dementia-friendly hospitals
- Starting a third call to action on an issue determined by the DAA Board
- Audit national membership against objectives, identify gaps and invite new members.

DAA Engagement Officer

- At least four free events and four free webinars to keep members up to date with cutting edge developments and plan joint work
- Advise members on involving people affected by dementia in all of their work
- Organise the DAA Annual Event and produce the DAA Annual Report to raise awareness of issues affecting members
- Organise a dementia 'hustings' with the three major political parties ahead of the General Election in 2015
- Ensure that people affected by dementia are included in all elements of DAA work
- DAA events to include regular shared working sections.

DAA Digital Officer

- Induct new members on using the DAA website
- Induct new Local Coordinators. Run fortnightly calls. Run at least 6 webinars a year. Create a quarterly newsletter for Local coordinators. Manage and upload all Local members and Alliances where there is no coordinator in post
- 50% increase in unique visitors to DAA website in 2015. 50% increase in twitter followers in 2015
- Review and do housekeeping of website once a week
- Create and develop an area by June 2015 for local DAA coordinators to share and access work
- Review all communications to comply with brand guidelines. Where possible design them in house.

DAA Assistant (part time)

- Providing administrative support to enable the Executive Lead, Partnership Manager, Engagement Officer and Digital Officer in fulfilling the tasks listed above.

Finance

The section below outlines the forecast income and expenditure of the National Dementia Action Alliance. The figures are based on the DAA's financial years that run from July to June. The DAA Strategy Year will therefore start and end half way through the financial year. Over 2015 the DAA Secretariat will review this situation and investigate bringing the financial and strategy years together.

From 2011 to 2014 the National Dementia Action Alliance achieved an accumulated surplus of £100,125. During 2014/15 £42,000 of these monies will be invested in the DAA Partnership Manager to deepen the National Secretariat's relationship with its National members and drive forward programmes of joint work.

Table 1: Predicted DAA Core Expenditure – 2014 to 2017

Item	Total core expenditure 2014/15	Total core expenditure 2015/16	Total core expenditure 2016/17
National Secretariat	£170,565	£196,282	£202,170
Alliance meetings	£2,060	£2,122	£2,185
Accommodation and travel for people with dementia and carers	£5,150	£5,305	£5,464
An Annual Report	£1,970	£4,089	£4,212
An Annual Event	£11,200	£25,750	£26,523
Website development	£4,000	£10,300	£10,609
Total cost	£188,565	£243,847	£251,163

Table 2: Predicted DAA Income 2014 to 2017

Item	Income forecasts 2014/15	Income forecasts 2015/16	Income forecasts 2016/17
Grant funding (Alzheimer's Society, Department of Health)	£80,000	£109,000	£109,000
Annual Event	£28,090	£28,933	£29,801
Member contributions	£60,000	£95,060	£118,512
Spend from surplus	£22,000	£20,000	-
Total cost	£190,090	£252,993	£257,313