

## Retail Sector Guidance Notes



These notes state why and how members of the Retail Sector can improve the lives of people with dementia. They also provide guidance on how you can join the Dementia Action Alliance and publically state your commitment by developing an Action Plan.

### Why is dementia important to you?

Dementia is important to the Retail Sector because:

- Dementia is a disease of the brain which can affect memory, everyday tasks, communication and perception.
- There are over 850,000 people living with dementia in the UK and this figure is set to rise. Two-thirds of people with dementia live in the community, so you will certainly have customers who are living with dementia.
- The Equality Act 2010 recognises dementia as a disability and your organisation may be required to be compliant.
- Shopping is really important to people with dementia; almost 80 per cent of those who took part in an Alzheimer's Society survey said it was their favourite activity. However, 63 per cent of those polled didn't think that shops were doing enough to help people with dementia.
- Working towards a Dementia Friendly Community will improve the experience of your customers and their carers. You can make a big difference by making small changes that require minimum financial resources to implement.

### What can you do?

#### Join the Dementia Action Alliance

Organisations join the Dementia Action Alliance by implementing a short Action Plan outlining the actions they will take to improve the lives of people living with dementia.

#### Dementia Action Alliance members from the Retail sector include

- ASDA, numerous branches including Bury, Huddersfield, Hull
- Halifax, Barnsley
- Whittard of Chelsea, Winchester

#### Example Action Plans

- ASDA, Kingswood, Hull  
[http://www.dementiaaction.org.uk/members\\_and\\_action\\_plans/1510-asda\\_kingswood\\_hull](http://www.dementiaaction.org.uk/members_and_action_plans/1510-asda_kingswood_hull)

- Specsavers, numerous branches including Darlington  
[http://www.dementiaaction.org.uk/members\\_and\\_action\\_plans/3469-specsavers\\_darlington](http://www.dementiaaction.org.uk/members_and_action_plans/3469-specsavers_darlington)
- Co-op, Swain Street  
[http://www.dementiaaction.org.uk/members\\_and\\_action\\_plans/4530-co-op\\_swain\\_street](http://www.dementiaaction.org.uk/members_and_action_plans/4530-co-op_swain_street)
- William Hill Plc, Leeds  
[http://www.dementiaaction.org.uk/members\\_and\\_action\\_plans/4898-william\\_hill\\_plc](http://www.dementiaaction.org.uk/members_and_action_plans/4898-william_hill_plc)

Search for more examples of [action plans](#) here:

[http://www.dementiaaction.org.uk/members\\_and\\_action\\_plans](http://www.dementiaaction.org.uk/members_and_action_plans)

### Sector case studies

- [Carefree Mobility](#), Darlington DAA  
[http://www.dementiaaction.org.uk/members\\_and\\_action\\_plans/3352-carefree\\_mobility](http://www.dementiaaction.org.uk/members_and_action_plans/3352-carefree_mobility)
- [Rowans Hospice Furniture Shop](#), Gosport  
[http://www.dementiaaction.org.uk/members\\_and\\_action\\_plans/4196-rowans\\_hospice\\_furniture\\_shop\\_gosport](http://www.dementiaaction.org.uk/members_and_action_plans/4196-rowans_hospice_furniture_shop_gosport)
- [Trinity Leeds](#) [http://www.dementiaaction.org.uk/members\\_and\\_action\\_plans/2316-trinity\\_leeds](http://www.dementiaaction.org.uk/members_and_action_plans/2316-trinity_leeds)
- [Dementia Elevator Retail Training](#) video  
<https://www.youtube.com/watch?v=DkINCgk0mWg>

Search for more case studies here: [http://www.dementiaaction.org.uk/case\\_studies](http://www.dementiaaction.org.uk/case_studies)

### Next Steps

#### A. Become a DAA member by using the following template to create and implement an Action Plan

- Download and complete the form found here:  
[http://www.dementiaaction.org.uk/assets/0001/0762/DAA\\_Local\\_Membership\\_Form\\_090614.docx](http://www.dementiaaction.org.uk/assets/0001/0762/DAA_Local_Membership_Form_090614.docx)
- If you prefer, request a form to complete and email it to us:  
[dementiaactionalliance@alzheimers.org.uk](mailto:dementiaactionalliance@alzheimers.org.uk)
- Use the action plan guidance below to create your action plan:

Answering the following three questions will complete your Action Plan. By completing an Action Plan your organisation will sign up to the National Dementia Declaration and become a member of the Dementia Action Alliance.

#### The National Dementia Declaration

The National Dementia Declaration lists seven outcomes that all businesses, charities and public bodies can collectively work towards to improve the lives of people with dementia and their carers.

By signing up to the Declaration you will be joining an Alliance of more than 600 organisations to state publically that people can live well with dementia and that all society has a responsibility for ensuring that this happens.

To read about the history of the [Declaration](#) and download a copy, go to:

<http://www.dementiaaction.org.uk/nationaldementiadeclaration>

## Action Plan Template

### 1. How can your organisation help to support people with dementia and families/carers?

*Consider your organisation's role in making a difference in your community. For example:*

- We aim to offer support and assistance to people with dementia and their carers who visit the store by providing training for all staff members.
- We will support people with dementia who want to stay independent with their shopping needs, and let them know that there is support within the store should they need it.
- We will support customers in choosing what suits them best in relation to their financial affairs. We will give the customer enough information and advice to make decisions about managing their finances, now and in the future, as their dementia progresses
- We will provide a welcoming environment for people with dementia where they will be met with understanding and patience.

### 2. What are the challenges to delivering these outcomes for your organisation?

*Are there any problems that you need to overcome to do this? For example:*

- We will endeavour to recognise customers living with dementia but this can prove to be challenging within a busy customer environment.
- We are restricted to the services we can deliver in relation to the funding we receive.
- Lack of resources including time and staff.
- Workload pressures making continuity and regular follow up difficult to maintain.
- Staff availability for training. Ability to make changes to our premises.
- Time constraints due to trading cycles will be our main challenge. In the longer term, turnover of staff and training the new employees will be an important issue to plan for.
- Maintaining the level of awareness within the team in the months following training. Toolbox talks and refresher training will assist in this, as will sharing knowledge of experiences of customers with dementia.

### 3. How can you overcome these challenges?

*Make sure your Action Plan is practical and achievable for your organisation. Include timescales where possible. Your Action Plan will be published on the [Dementia Action Alliance](http://www.dementiaaction.org.uk) <http://www.dementiaaction.org.uk/> website.*

### Examples of Action Points from current members:

- We will hold a [Dementia Friends](#)\* awareness session for our staff and volunteers.
- We will encourage a member of staff to become a [Dementia Friends Champion](#) [https://www.dementiafriends.org.uk/DF\\_WEBC\\_RegisterChampionIntro](https://www.dementiafriends.org.uk/DF_WEBC_RegisterChampionIntro) and deliver short awareness sessions to their friends, family, colleagues and members of the community.
- We will review the environment and signage in our public spaces using a [dementia friendly workplace](#) checklist, [https://www.alzheimers.org.uk/site/scripts/download\\_info.php?fileID=2619](https://www.alzheimers.org.uk/site/scripts/download_info.php?fileID=2619) and take action to ensure they are as accessible as possible.
- We will take part in our Local Dementia Action Alliance and attend meetings where possible.

\* Dementia Friends <http://www.dementiaaction.org.uk/> is a free initiative run by Alzheimer's Society to raise awareness of dementia issues.

## Examples of Action Points from other members of the Retail Sector:

- Raise awareness of dementia amongst the staff so that they feel confident in supporting people living with dementia.
- Make changes to the services, facilities or products to make it easier for people with dementia or their families to access or use them.
- Invite at least one carer and person with dementia to shop in the store, and then report on their experience. With their help we will look for ways to improve the service we provide and see how we can make the store more dementia friendly.
- We will listen to what people living with dementia and carers have to say and act upon any advice they may give us; for example, specialised stock for the shop or clearer display material.
- Make the organisation as dementia friendly as practical, including having a floor-walker and make any adjustments we reasonably can to make the environment safe.
- We will have a coin chart at each checkout to assist any customers that struggle to distinguish between coins when it comes to paying.
- Review business operations manuals and guidance to ensure they are accessible to people with dementia.
- Ensure that the environment and signage is dementia-friendly, and printed information is available in a clear and appropriate format.
- Provide a quiet seating area where people with dementia can take “time out” if they are finding it difficult to cope with noise and other distractions.
- Include useful links on our website to information, advice and support resources.
- Make our online shopping website accessible to people living with dementia.
- Work towards becoming recognised as a Dementia Friendly Community and support Dementia Awareness Week by promoting the event.

## B. Participate in your Local Dementia Action Alliances (LDAA)

As a member of the DAA, you can take part in your local alliance. These are groups of organisations working together to make their community more dementia friendly.

To find your local alliance, contact us or visit: [http://www.dementiaaction.org.uk/local\\_alliances](http://www.dementiaaction.org.uk/local_alliances).

If there is no local alliance in your area you can help create one by contacting your DAA regional lead. Find your regional lead using the link below, or [Regional Leads](#).

## C. Reference information

- [Creating a dementia friendly workplace](https://www.alzheimers.org.uk/site/scripts/download_info.php?fileID=2619)  
[https://www.alzheimers.org.uk/site/scripts/download\\_info.php?fileID=2619](https://www.alzheimers.org.uk/site/scripts/download_info.php?fileID=2619)
- [How to help people with dementia - a customer facing staff guide](https://www.alzheimers.org.uk/site/scripts/download_info.php?fileID=2061)  
[https://www.alzheimers.org.uk/site/scripts/download\\_info.php?fileID=2061](https://www.alzheimers.org.uk/site/scripts/download_info.php?fileID=2061)
- [Talking to people with dementia a telephone guide](http://www.southglos.gov.uk/documents/Talking-to-people-with-dementia-a-telephone-guide.pdf)  
<http://www.southglos.gov.uk/documents/Talking-to-people-with-dementia-a-telephone-guide.pdf>
- [www.dementiavoices.org.uk/resources/deep-guides](http://www.dementiavoices.org.uk/resources/deep-guides)

## D. Training

- [Alzheimer's Society training and resources](https://www.alzheimers.org.uk/professionals) <https://www.alzheimers.org.uk/professionals>
- [Dementia training centre](http://dementiatrainingcentre.co.uk) <http://dementiatrainingcentre.co.uk>
- [Social Care Institute for Excellence](http://www.scie.org.uk/dementia/) <http://www.scie.org.uk/dementia/>
- [Care Skills Academy: Dementia awareness](http://careskillsacademy.co.uk/courses/dementia-awareness)  
<http://careskillsacademy.co.uk/courses/dementia-awareness>

- [Royal College of Nursing](https://www.rcn.org.uk/clinical-topics/dementia/understanding-dementia) <https://www.rcn.org.uk/clinical-topics/dementia/understanding-dementia>

### **E. Checklist for dementia friendly environments**

You can use a range of checklists to ensure your physical environments are as dementia friendly as possible. This one includes practical advice, for instance around signage or lighting.

[http://www.dementiaaction.org.uk/resources/5031\\_dementia\\_friendly\\_environments\\_checklist](http://www.dementiaaction.org.uk/resources/5031_dementia_friendly_environments_checklist)

### **Contact details**

Contact us for help or guidance when writing your action plan, or to get involved with your Local Dementia Action Alliance.

National team: [dementiaactionalliance@alzheimers.org.uk](mailto:dementiaactionalliance@alzheimers.org.uk)

Regional leads: [http://www.dementiaaction.org.uk/contact/regional\\_leads](http://www.dementiaaction.org.uk/contact/regional_leads)