



Terms of Reference for the West Lindsey Dementia Action Alliance

1.0 Dementia Action Alliance Background

The Dementia Action Alliance (DAA) brings together organisations across England committed to transforming the lives of people with dementia and their carers. There are 800,000 people living with dementia in the UK and this number is set to grow to over one million people by 2021. It costs the UK economy £23 billion a year.

The DAA is attempting to bring about a society-wide response to dementia. At a national level the DAA has begun to shape policy and attitudes. Members of the DAA have signed up to the National Dementia Declaration; a declaration created in partnership with people with dementia and their carers. The vehicle for co-ordinating local action is through establishing Local Dementia Action Alliances.

2.0 West Lindsey Dementia Action Alliance (WLDAA)

The WLDAA aims to transform the quality of life of people in West Lindsey living with dementia and their carers. It will be a branch of the Sub Regional Lincolnshire DAA.

3.0 Membership of WLDAA

Every member of the WLDAA is expected to support the principles of the National Dementia Declaration and submit an action plan setting out what role their organisation has in delivering the desired outcomes.

Members can be organisations from any sector (including private/profit-making companies) or individuals with an interest in supporting the work of the WLDAA. Members are invited from within West Lindsey district or outside the district where services benefit the residents of West Lindsey (e.g. local branch of a national or county-wide organisation).

All members of the WLDAA will be invited to attend all meetings and members are expected to commit to attend at least two meetings a year. Those considering membership are invited to attend no more than two meetings before being expected to submit an Action Plan to demonstrate their commitment to the WLDAA.

Membership of the WLDAA is based on mutual respect between members. If any member has a concern about the suitability of an organisation joining the WLDAA, the matter will be referred to the regional Alzheimer's Society DAA contact to advise accordingly.

4.0 Priorities for the WLDAA

- 4.1 To recognise and value the diversity of organisations needed to support people with dementia and their carers in West Lindsey.
- 4.2 To encourage organisations from all sectors to become members of the WLDAA.

- 4.3 To consult with and involve people with dementia and their carers in the work of the WLDAA.
- 4.4 To work towards West Lindsey becoming a dementia-friendly community.
- 4.5 To share information and good practice amongst members.
- 4.6 To identify future work and opportunities to share resources and expertise by working in partnership.
- 4.6 To develop and monitor an annual joint action plan for the WLDAA.
- 4.7 To identify and work with local Dementia Friends champions.

5.0 Meetings of the WLDAA

- 5.1 The WLDAA will meet four times a year.
- 5.2 The Chair will manage the WLDAA webpage.
- 5.3 The role of chair will be elected for the steering group.
- 5.4 Members of the WLDAA will be invited to provide an update on their action plan at each meeting.
- 5.5 Meetings will be used to monitor and review the WLDAA action plan and to identify opportunities to deliver outcomes in partnership.
- 5.6 The WLDAA will invite speakers or agree task and finish groups to progress actions as needed.
- 5.7 A representative from the WLDAA will attend the Lincolnshire DAA to enable an effective information exchange including feedback on regional and national developments.
- 5.8 The WLDAA will establish a link with other Lincolnshire DAA's and invite representatives as appropriate or consider joint ventures where there is a benefit to the residents of West Lindsey.
- 5.9 Arrangements for meetings will be reviewed on an annual basis.
- 5.10 The WLDAA should not be seen as an opportunity to strongly market products or services.

6.0 Use of DAA Logo

- 6.1 Members of the Alliance are allowed to say in publications and e-materials that they are members of the Dementia Action Alliance and support the work of the DAA.
- 6.2 When describing the work of the DAA members may use the Alliance logo.
- 6.3 The logo will be used in relation to DAA action agreed through meetings.
- 6.4 The logo must not be used to suggest support for events or published materials where DAA permission has not been given.

7.0 Legal Structure

Members of the WLDAA will be asked to consider supporting the Alliance financially or in kind e.g. in providing meeting facilities, volunteer Dementia Friends Champions etc.

These Terms of Reference will be reviewed on an annual basis.