

Ingatestone and Fryerning ‘Working towards becoming a Dementia Friendly Community’ Action Plan – V.6

Maintaining and developing Ingatestone & Fryerning District as a Dementia Friendly Community

Introduction:

- It is estimated that a person is formally diagnosed with dementia every 3 minutes in the UK and every 3 seconds in the world.
- currently projected that one in three people will be diagnosed with dementia.
- Dementia is the biggest killer of women over the age of 65.
- Approx. 1 in 5 people diagnosed with dementia is under the age of 65.
- Dementia is one of the critical issues for all communities, health, social care, businesses, and local government.

This draft Dementia Friendly Community action plan sets out the actions/timescales agreed by the Ingatestone & Fryerning District to continue to:

- increase the opportunities for people affected by dementia to access their local communities, the wider Ingatestone & Fryerning district and local services and
- create a more supportive and understanding environment for people affected by dementia.

A Dementia Friendly Community is a place where people affected by dementia are understood, respected, and supported; an environment where people affected by dementia will be confident that they can contribute to community life. The Ingatestone & Fryerning District is leading on this ongoing initiative and is looking to be formally accredited as a ‘Working towards becoming a Dementia Friendly Community’ community in 2021.

At the heart of a Dementia Friendly Community is understanding and a real desire to design and improve services and places, fostering an attitude that truly includes the needs and wishes of people affected by dementia.

In light of the COVID19 pandemic, and following the 2020/21 periods of lockdown, the easing of restrictions has seen the Ingatestone & Fryerning District working with the Alzheimer’s Society and other key stakeholders (including people affected by dementia and Dementia Voices) develop this draft action plan, which gives examples of what the Ingatestone & Fryerning District are doing to become a Dementia Friendly Community and what actions the Ingatestone & Fryerning District is planning to take over the next 12-months to continue its journey/path towards creating a Dementia Friendly community.

Key stakeholders/Members:

The Ingatestone & Fryerning District aims to be inclusive of all stakeholders across the Ingatestone & Fryerning District including people affected by dementia, elected members (Local Councillors), local retailers, businesses, services, organisations and groups, Ingatestone & Fryerning Parish Council,

Ingatestone & Fryerning Health and Wellbeing Group, faith groups, education (including the junior and senior schools), health (GPs and pharmacists), Brentwood Dementia action Alliance (DAA), the Pan Essex DAA, ‘first responders’ (Essex Fire and Rescue Service, Essex Police, Essex Ambulance Service and search and rescue).

The approach to creating real Dementia Friendly Communities is dependent upon several factors including location, demographics and capacity, however several key actions do need to be initiated. These include:

- Ingatestone & Fryerning District working in partnership with stakeholders
- Ingatestone & Fryerning District Dementia Action Alliance (CDDAA) work with the Brentwood Dementia Action Alliances (DAAs) and the Essex wide Pan Essex Dementia Action Alliance (DAA)

Overall objective or theme	Action/s	Responsibility	Timeframe	Actions have/are being taken	Evidence of progress and comments
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- Stakeholders/Members (incl. Retailer/business/service/local Council/organisation/group):
 - o agree to become a Dementia Friendly retailer/business/service/organisation/group
 - o ‘attend’ Dementia Friends sessions and bespoke dementia awareness training.
 - o review policies, procedures and ‘embedding’ dementia friendly practices.
 - o ensure signage and venues are accessible to people affected by dementia.
 - o identify dementia friendly actions.

Draft prepared by:

Marilyn Marston - Member of Full Council, Facilities Committee, Neighbourhood Plan Advisory Committee, Member of the Health and Wellbeing working group

Mark Neville – Essex Dementia Friendly Communities Coordinator (DFCC), Alzheimer’s Society and co-chair of the Pan Essex Dementia Action Alliance (DAA).

<p>Maintaining and developing a Ingatestone & Fryerning Parish (IFP) Council District Dementia Friendly Community.</p>	<p>Dementia Friends sessions and bespoke training. Review of policies, practices and procedures. Ensure signage and venues accessible to people affected by dementia. Working in partnership with stakeholders. 'Embedding' dementia friendly practices. Identifying dementia friendly actions. Working with the local Dementia Action Alliances (Brentwood, Billericay and Chelmsford) and the Essex wide Pan Essex Dementia Action Alliance (DAA)</p>	<p>Ingatestone & Fryerning Parish (IFP) Council Mark Neville – Alzheimer's Society DFCC</p>	<p>29/06/2021 Reviewed. Accreditation date October 2021 (TBC). 6 Month review April 2022. Sept. 2022 (<i>formal accreditation reviewed annually</i>).</p>	<p>Working with the Alzheimer's Society and other key stakeholders (including people affected by dementia – Dementia Voices) the IFP Council developed this action plan. The Health and Wellbeing working group is leading on this initiative. Marilyn Marston (Parish Councillor and Health and Wellbeing Chair) will lead the process with assistance from working group members.</p>	<p>The Ingatestone and Fryerning Dementia Friendly Community partnership set up. Key stakeholders were identified and joined the partnership. Community awareness has been taking place including: IFPC Health and Wellbeing Working Group members attend a Dementia Friends sessions and bespoke dementia training. Dementia Friends sessions for stakeholders. Virtual monthly DF sessions for the wider community (commenced July 2021). The promotion of 'turn it blue' as part of Dementia Awareness Week. Bespoke dementia training for parish councillors (May 2021). Engagement with people affected by dementia through the Alzheimer's Society (Dementia Voices). Link action plan activities to the Essex Dementia Strategy. Key persons: Parish Councillor Marilyn Marston - Member of Full Council, Facilities Committee (contact via Abigail Wood - Parish Clerk), Neighbourhood Plan Advisory Committee. Member/Chair of the Health and Wellbeing working group. Mark Neville – Essex Dementia Friendly Communities Coordinator (DFCC), Alzheimer's Society and co-chair of the Pan Essex Dementia Action Alliance (DAA). Amanda Frost–Kell, member of the IFPC Health and Wellbeing working group and resident. Jo Cory - Corporate Health and Well-being Officer (Brentwood Town Council) and Brentwood DAA Chairperson.</p>
<p>Theme</p>	<p>Action/s</p>	<p>Responsibility</p>	<p>Timeframe</p>	<p>Actions have/are being taken</p>	<p>Evidence of progress and comments</p>
<p>Theme 1.</p>	<p>Dementia Friends</p>	<p>I&FP Council</p>	<p>2021</p>	<p>Stakeholders/potential stakeholders:</p>	<p>Current stakeholders:</p>

Arts, Culture, Leisure & Recreation	sessions for: IFP Stakeholders			<ul style="list-style-type: none"> • People affected by dementia • Health partners (inc. GP) • Social Care • Community Centre • Library • Online activities (e.g., Alzheimer's Society virtual groups) • Sports, parks and recreational activities (including horticultural show and Ingatestone Community Garden) • Blue Flower Support • Pan Essex Dementia Action Alliance (DAA) • Brentwood DAA • Public transport 	<p>The (dementia friendly) Blue Flower Support Group – Meets monthly (commenced 8th July 2021).</p> <p>Chat First- Organised (dementia friendly) walks and exercise and wellbeing events: (commenced 7th July. 2021 - Frequency TO BE AGREED).</p> <p>Essex Libraries are a stakeholder and staff have attended Dementia Friends sessions and ECC Libraries have committed to participate in 'dementia friendly' activities.</p> <p>The Pan Essex DAA are working with public transport providers to build upon the dementia friendly transport provided in Essex. IFPC will review parking facilities and promote community transport initiatives.</p>
	Review of website design to endure this is easy to use and accessible.	IFPC	2021	<i>Evidence of success will be via Dementia Voices, mystery shoppers and questionnaires.</i>	<p>Other local organisations websites to be identified.</p> <p>As part of the Dementia Friends session and training Ingatestone and Fryerning Arts, Culture, Leisure & Recreation services are encouraged to review their websites to ensure that they are accessible and dementia friendly.</p>
	Review of the physical environment/s & its accessibility	Representative from the organisation	2021	<i>Evidence of success will be via Dementia Voices, mystery shoppers and questionnaires.</i>	<p>As part of the planned Dementia Friends session and training Ingatestone and Fryerning Arts, Culture, Leisure & Recreation services are encouraged to review their physical environments to ensure that they are accessible and dementia friendly.</p>
	Review of practises & procedures	Leading to organisation doing their own reviews	2021	<i>Evidence of success will be via Dementia Voices, mystery shoppers and questionnaires.</i>	<p>As part of the planned Dementia Friends session and training Ingatestone and Fryerning Arts, Culture, Leisure & Recreation services are encouraged to review their practises & procedures to ensure that they are accessible and dementia friendly.</p>
Theme	Action/s	Responsibility	Timeframe	Actions have/are being taken	Evidence of progress and comments

Theme 2. Business & Shops	Dementia Friends and awareness session to be available for: All Ingatestone and Fryerning businesses and retailers.	Rep. for shops in high street	Ongoing (2021/21)	Stakeholders/potential stakeholders: <ul style="list-style-type: none"> Budgens and Co-op Cafés/Pub. houses/restaurants Hairdressers/beauticians Chemists Other retailers/shops 	Identify shops who would like to be part of the process: Monthly Dementia Friend sessions offered for businesses and retailers (commencing July 2021). 27 retailers took part in Dementia Awareness Week.
	'Meeting place' in High St. (Market Sq./Community Centre).	IFP	To be agreed	Discussion on the potential benefits of having a designated 'meeting place' in the High St.	Currently being discussed by Health and Wellbeing working group.
	Review of website design to ensure this is easy to use and accessible.	IFP	Ongoing (2021/21)	<i>Evidence of success will be via Dementia Voices, mystery shoppers and questionnaires.</i>	As part of the Dementia Friends session and training Ingatestone and Fryerning businesses and retailers encouraged to review their websites to ensure that they are accessible and dementia friendly.
	Review of the physical environment/s & its accessibility	Business Owners - Leading to organisation doing their own reviews	Ongoing (2021/21)	<i>Evidence of success will be via Dementia Voices, mystery shoppers and questionnaires.</i>	As part of the Dementia Friends session and training Ingatestone and Fryerning businesses and retailers encouraged to review their physical environments to ensure that they are accessible and dementia friendly.
	Review of practises & procedures	Business Owners - Leading to organisation doing their own reviews	Ongoing (2021/21)	<i>Evidence of success will be via Dementia Voices, mystery shoppers and questionnaires.</i>	As part of the Dementia Friends session and training Ingatestone and Fryerning businesses and retailers encouraged to review their practises & procedures to ensure that they are accessible and dementia friendly.
Theme	Action/s	Responsibility	Timeframe	Actions have/are being taken	Evidence of progress and comments
Theme 3. Children, young people & students	Dementia Friends and awareness session to be provided for: Identified members of these organisations	Alzheimer's Society – DFCC.	To be agreed (2021/22)	Stakeholders/potential stakeholders: <ul style="list-style-type: none"> Primary Schools Anglo European School Nurseries Beavers/Cubs/Scouts 	Contacts to be identified and other stakeholders... Anglo European School (AES) are keen to work towards being a Dementia Friendly school. Members of the IFPC and the DFCC are currently in discussions on how best to take this action forward.
	Review of	Identified	To be agreed	<i>Evidence of success will be via Dementia</i>	As part of a Dementia Friends session and

	website design to endure this is easy to use and accessible.	member of the organisations	(2021/22)	<i>Voices, mystery shoppers and questionnaires.</i>	training Ingatestone and Fryerning schools and services will be encouraged to review their websites to ensure that they are accessible and dementia friendly.
	Promotion of 'schools dementia project'	Mark Neville - DFCC	To be agreed (2021/22)	<i>Evidence of success will be via Dementia Voices, mystery shoppers and questionnaires.</i>	The IFPC and DFCC are currently in discussions on how best to take this action forward.
	Review of the physical environment/s & its accessibility	Member of the organisation.	To be agreed (2021/22)	<i>Evidence of success will be via Dementia Voices, mystery shoppers and questionnaires.</i>	As part of a Dementia Friends session and training Ingatestone and Fryerning schools and services will be encouraged to review their physical environments to ensure that they are accessible and dementia friendly.
	Review of practises & procedures	Leading to organisation doing their own reviews	To be agreed (2021/22)	School activities (concerts/shows), linking in with older people's services (intergenerational)....	As part of the Dementia Friends session and training Ingatestone and Fryerning schools and services will be encouraged to review their practises & procedures to ensure that they are accessible and dementia friendly.
Theme	Action/s	Responsibility	Timeframe	Actions have/are being taken	Evidence of progress and comments
Theme 4. Community, voluntary, faith groups & organisations	Dementia Friends and awareness session to be provided for: Identified members of these organisations	Alzheimer's Society/ IFP Council / IFP Health & Wellbeing Board	To be agreed (2021/22)	Stakeholders/potential stakeholders: Examples: <ul style="list-style-type: none"> • Hope Café • Community Volunteer Services (CVS) • Action for Family Carers (AfFC) • Community volunteers/Community Builders • GP New Folly Surgery • Hope Café • Alzheimer's Society • Essex Police • Essex Fire and Rescue Service • First responders (emergency services, including ambulance service) • Ingatestone & Fryerning Parish Council Community Hub • St Laurence's Church Community Hub • Blackmore Village Hall 	Continuing to liaise with Hope Café. Practise Manager at New Folly Surgery to participate in becoming a Dementia Friendly GP practice. The I&FP Council will continue to promote dementia friendly services and activities including those run by the Alzheimer's Society. Essex Fire and Rescue Service and Essex Police are reviewing their Dementia Actin Plans and Essex Ambulance Service and Essex Search & Rescue have received bespoke dementia awareness training. Essex Police run Dementia Friends sessions for all new officers as part of their induction and are currently studying Essex police stations to assess dementia friendly level. First responders (emergency services received Dementia Friends sessions and bespoke training). COVID-19 (following lockdown) – IFP continuing

				<ul style="list-style-type: none"> • Essex Cares Ltd. • Brentwood Care Homes (RCH) 	to encourage people affected by dementia to re-access their local community. IFPC & partners promoting safe access to services, Herbert Protocol (for missing persons) and the Alzheimer's Society Dementia Connect service.
	Access to Faith groups/worship during COVID-19 restrictions - Review of practises & procedures	Member of the organisation. - Leading to organisation self-assessment reviews.	To be agreed (2021/22)	Examples: Essex Faith & Inclusion Dementia Group Essex Mind & Spirit Essex Faith Covenant Street Pastors Through the Roof (Pastor Lee Carmichael, Ingatestone Elim Church). St Laurence's Church Community Hub	Representation at external groups. Work with the Essex Multi Faith and Inclusion Dementia group (EMFID). Inclusive worship – <ol style="list-style-type: none"> 1. Consider the needs of omitted people affected by dementia – What difficulties may people previously/currently omitted face? 2. Acknowledgement of a person's 'group/s': faith, belief, sexuality, culture 3. Understanding differences: religion or belief, sexuality or culture. 4. Lack of peer support. 5. Services challenging discrimination and unconscious biased. 6. Services promoting inclusion. 7. Experts understanding the needs of 'groups' affected by dementia. 8. Carers ('groups': faith, belief, sexuality, culture) - the impact of caring.
	Review of website design to endure this is easy to use and accessible.	Identified member of the organisations. - Leading to organisation self-assessment reviews.	To be agreed (2021/22)	<i>Evidence of success will be via Dementia Voices, mystery shoppers and questionnaires.</i>	Review
	Review of the physical environment/s & its accessibility	Member of the organisation. - Leading to organisation self-	To be agreed (2021/22)	<i>Evidence of success will be via Dementia Voices, mystery shoppers and questionnaires.</i>	Review

		assessment reviews.			
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