

## LGA Call for evidence 2014

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**From:** Simon Baker <simon.baker@bradford.gov.uk>  
**Sent:** 12 November 2014 15:44  
**To:** LGA Call for evidence 2014  
**Subject:** RE: LGA call for evidence on how Local Authorities should prepare for an ageing population

Dear Colleagues

See below a brief summary of work that has been happening in the Bradford District around Dementia Friendly Communities. If you would like to explore this work in more detail please let me know.

In Bradford we have a nationally recognised Dementia Friendly Environment Project run by the Alzheimer's Society which is joint funded by the Local Authority and the Joseph Rowntree Foundation. The Bradford Dementia Friendly Communities Project was originally funded by Bradford Council to develop a Dementia Awareness Project and has been running in its current form since November 2011 predating the national initiative. In 2012 further funding was made available from the Local Authority matching monies from JRF to develop the Project further as a response to the Government's priority on increasing awareness of dementia and the Prime Minister's challenge on increasing public understanding of dementia, and make [communities more dementia friendly](#).

The project work in the Bradford District is underpinned by the concept of enabling the community to recognise, identify and drive forward the concept of a dementia friendly community itself. The development of the project illustrates clearly how a public, private and 3<sup>rd</sup> sector partnership can address the challenge of dementia through increased awareness and good practice in addressing the challenge of dementia.

In practice the original purpose of the project was to enable and support community organisations to sign up to the Dementia Declaration and develop Dementia action plans, working in partnership to identify how they may better support people with dementia to access their services and to realistically plan, budget and implement change. Achievable planning templates and adapted audit tool were developed with the direct input of people with Dementia and their carers. This has extended to developing initiatives to supporting and enabling communities and organisations to better include people with dementia, initially through the development and implementation of ward plans.

The project is overseen by a multi agency project group made of Local Authority, NHS, community groups, the Alzheimer's Society and most importantly people with dementia and carers. There is also a focus group, the Fit Group, led by people with dementia and their carers that advises the project, identifies and tests best practice, (such as by "mystery shopping" service providers).

Over the past 2 years the project has continued worked alongside a wide range of communities, some geographic, others communities of interest, through out the Bradford District to support them to raise awareness of dementia, support dementia friendly initiatives and enable organisations within those communities to adopt dementia friendly practices. The project has supported the development of the Bradford Dementia Action Alliance (DAA) which has signed up in the region of 80 public, private and voluntary organisations across the District. Each organisation has submitted a dementia action plan and DAA meetings focus on developing and improving dementia friendly practices. The local DAA has produced a number of excellent case studies highlighting how every day organisations have increased awareness of dementia or changed how they work to meet the needs of people with dementia.

The project has been highlighted in a number of regional and national publications as well as being nominated for an award at the national Dementia Friendly Awards.

Strategically the work of project importantly feeds into the local Dementia Strategy Group (DSG) as dementia friendly communities are a local dementia priority. The DSG itself has thrived in Bradford since it's inception in 2012. The group is made up of key stakeholders in the dementia field in the District including a number of Local Authority departmental leads including Adult Services, Public Health and Neighbourhood Services, representatives from the District's Hospital Trusts, CCGs, Care Trust and the Voluntary and Community Sector. The group has recently commissioned a Dementia Health Needs Assessment, carried out by Public Health. Following the publication of the Health Needs Assessment, the Dementia Strategy Group has begun to develop its action plan for 2014-19.

As Chair Person of the Dementia Strategy Group and local Authority funding lead for the Dementia friendly Communities project, I am happy to provide more evidence if necessary.

Regards  
Simon

**Simon Baker**

Commissioning Manager, (Adults and Housing Related Support)

Commissioning Team

**Tel: 01274 434073 Mob: 07582101551**

**Jacobs Well, Nelson Street, Bradford, BD1 5RW**

**City of Bradford Metropolitan District Council**

**Department of Adult and Community Services**

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