



Four Rivers Dementia Alliance

In partnership with



Dementia Friendly Parishes
around the Yealm

COMMUNITY LIAISON AND SUPPORT COUNCIL INFORMATION PACK

Small steps make a big difference for people living with dementia, their families, carers and communities.

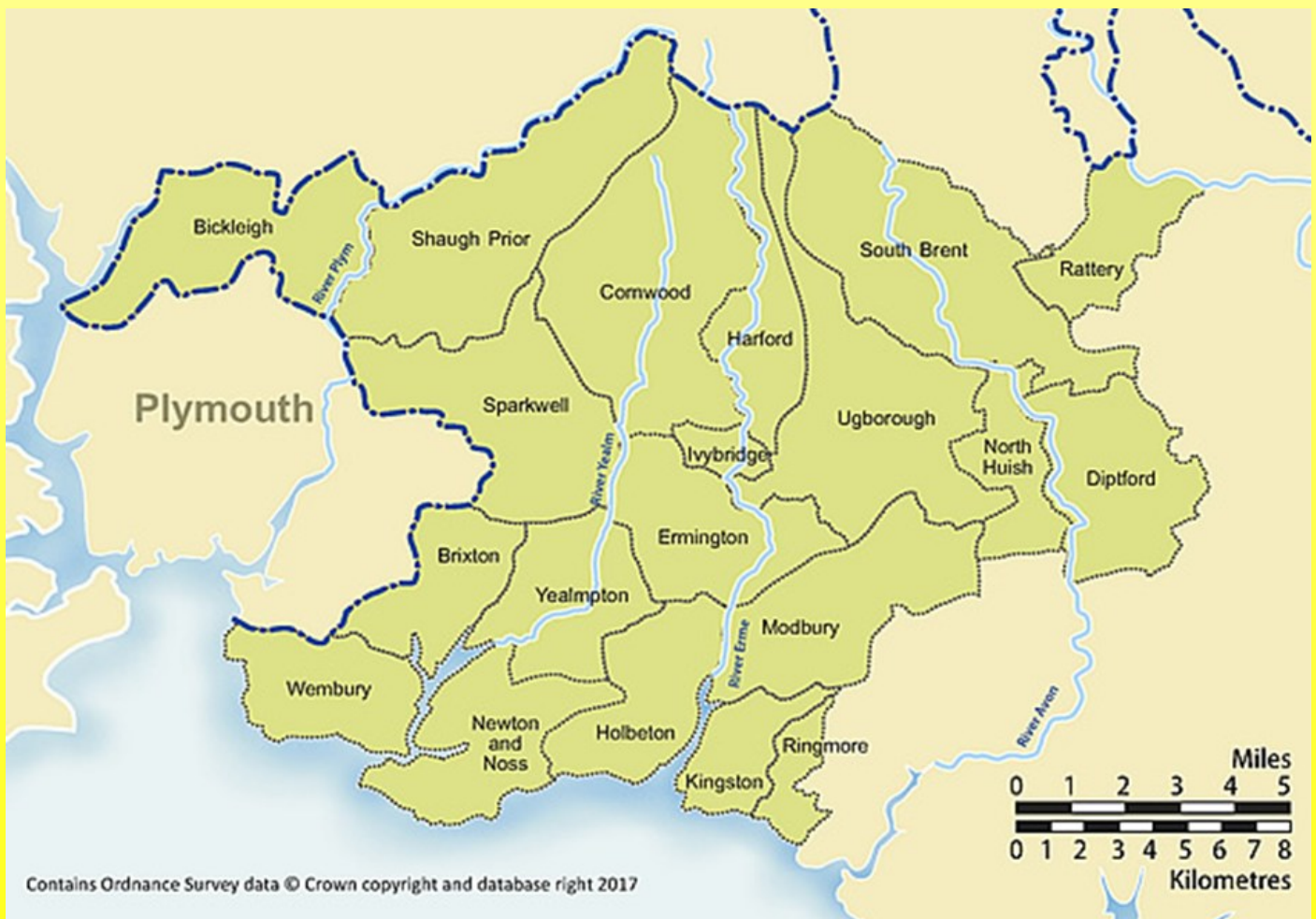


Four Rivers Dementia Alliance




Hello, I am Claire Puckey, Community Liaison and Support Lead for Four Rivers Dementia Alliance (4RDA). I am also the Community Development Lead for Dementia Friendly Parishes Around the Yealm.


4RDA is an inclusive voluntary organisation comprised of twenty town and rural parish councils in South West Devon (located around the rivers Yealm, Plym, Erme and Avon) and a variety of other interested organisations working together to promote dementia friendly communities (Please see the map below which shows the communities we serve).








WHAT WE DO:

 We work to build inclusive dementia friendly communities and villages in the Four Rivers area through parish and town councils.

 We share ideas, develop resources and partnership projects.


 We promote good practice by raising awareness of dementia within our communities. This also encourages inclusivity and reduces stigma.


 Anyone interested in improving the lives of people living with dementia, their families and carers is welcome at our meetings which are held approximately every six weeks.


 We welcome suggestions on ways we can develop and hearing about any needs relating to people living with dementia and their families in your community.

WHAT IS AN INCLUSIVE RURAL DEMENTIA FRIENDLY COMMUNITY?

It is one which:


 Understands, respects, engages with and includes people living with dementia, their families and carers.

 Enables and supports people living with dementia to feel confident they can continue being involved and contribute to local community life for as long as possible.


 Works to improve the quality of life for everyone, especially people living with dementia, encouraging them to have choice and control over their day-to-day lives. It also helps in reducing the impact of isolation, loneliness and stigma.

 Is flexible and adaptive to changing needs.

 Increases awareness and understanding of dementia amongst all members of the community.

 Let's people know that it's okay to have dementia and that people in their community understand.



 Is comprised of all sectors of the community e.g. individuals, business, faith, leisure, health and social care, emergency, voluntary, transport, education sectors etc.


WHY BEING DEMENTIA FRIENDLY IS IMPORTANT IN YOUR PARISH.


People living with dementia often give up doing things they really enjoy as their dementia progresses because of stigma (real or perceived), environments that are difficult to negotiate, a lack of awareness amongst others etc. They can start to really withdraw from the rural community they live in.


People with dementia face many difficulties irrespective of where they live but those living in rural areas can be disadvantaged further by the additional challenges of e.g. social isolation and loneliness, unreliable public transport, less local services and more costs to access them further afield etc. They may become very reliant on informal support networks which are great when they are there but for many, they are not. Research by Bayley et al (2020) found that most rural areas were not set up to provide services needed by people affected by dementia.


Dementia is a hidden disability which is increasingly prevalent in the UK:

982,000 people are estimated to be living with dementia in the UK.

 This is predicted to increase to **over 1.1 million by 2030 and to 1.4 million by 2040.** (However, Lancet Public Health Analysis shows a rise in cases and predicts 40% more people are likely to be affected than originally thought).

 Across the whole of Devon, the total number of people living with a dementia diagnosis is **12,109**, compared to the national average of **11,431**.

 In South Devon, the estimated number of people living with dementia is **1,950** compared to the national average of **1,370**.


 **1 person will develop dementia every 3 minutes in the UK and 1 in 2 of us will be affected by dementia in our lifetime**, either by simply knowing someone with it, caring for someone with it or developing it ourselves so it makes sense to work towards making our communities as dementia friendly as possible.

Sources: <https://dementiastatistics.org/> and <https://alzheimers.org.uk>

(Figures: As of November 2024).

 **Community is about everyone, not just able people.**



 Dementia Friendly Communities create a better place to live for everyone.

HOW CAN WE GET INVOLVED?

By developing an understanding of dementia, rural communities can make a big difference to people living with and/or caring for someone with dementia.

“Rural local councils can build strong, vibrant and resilient communities, which deliver an ever-growing, more ambitious and innovative range of activities...”




[National Association of Local Councils Dementia-Friendly Communities Guidance, 2020.](#)

You could follow the suggested action plan overleaf. It does not matter how small your council may be-every little action can potentially help someone in your community.






You could become a member of Four Rivers Dementia Alliance.





BENEFITS TO YOUR PARISH COUNCIL AND COMMUNITY OF BECOMING A MEMBER OF FOUR RIVERS DEMENTIA ALLIANCE.


-  Connection to a network of other parish councils, members of the voluntary and statutory sectors and other organisations working together to make their communities dementia friendly.
-  Dissemination and sharing of dementia-related information and advice to assist you to meet specific local needs and perhaps also support existing agendas and strategies.
-  Meetings every 6 weeks to share best practice/update knowledge/raise any issues/gain feedback on your efforts to become dementia friendly etc.

Free support and guidance on approaches to work towards becoming a dementia-friendly parish council including e.g.

-  Access to free dementia awareness training.
-  Access to free bespoke training and guidance on approaches for developing a dementia-friendly parish council e.g.
 -  Carrying out dementia friendly assessments of public buildings.
 -  Making processes dementia friendly.
 -  Involving people living with dementia and their families in council decisions and activities etc.

 Facilitation of partnerships or collaborative activities.

 Recognition i.e. Listing on the 4RDA website and display of the 4RDA logo on your website/social media platforms/literature.

 Becoming dementia friendly helps compliance with duties under the Equality Act (2010) i.e. The act requires all public bodies to consider all citizens when carrying out work to shape policy and deliver services.

REMEMBER:

You are not expected to do everything in one go!

Building a Dementia Friendly Community is a work in progress.

Small changes over time add up and make things easier not just for people living with dementia but for those with a range of other conditions and disabilities too.



REFERENCES

Bayly M, Morgan D, Chow AF, Kosteniuk J and Elliot V (2020) Dementia-related education and support service availability, accessibility and use in rural areas: barriers and solutions. Canadian Journal on Aging 39, 545–585. Branger C, Burton R, O.

Dementia Friendly Communities. National Association of Local Councils (2020).

FOUR RIVERS DEMENTIA ALLIANCE CONTACT DETAILS

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-  WEBSITE: www.4riversdementia.org.uk



ACTION PLAN FOR PARISH AND TOWN COUNCILS WORKING TOWARDS BECOMING DEMENTIA FRIENDLY

Four Rivers Dementia Alliance (4RDA), in partnership with Dementia Friendly Parishes around the Yealm (DFPY**) offer this action plan with suggestions for parish and town councils to help promote inclusive dementia friendly communities where people work together to support people living locally with dementia and their families/carers.

Please note that you are **not** expected to take all the suggested actions at once or set up lots of new services-you can support what you already have in place to become dementia friendly and inclusive.

You may decide to start by formally agreeing at a council meeting, a plan to work towards becoming a dementia friendly parish or town council and then choose one or two initial areas of focus, progressing onto other actions over time.

You may also decide to devise actions of your own that are not included on this suggested action plan.

Small steps and changes can have a big impact on the experiences of people living with dementia, their families and carers in your community. Research shows that when local councils and rural communities take proactive steps to support people living with dementia and their families/carers, they experience less isolation, loneliness and stigma which in turn, has a positive impact on their health and wellbeing.

It is also important to remember that you are not alone in starting to work towards your parish becoming dementia friendly. As Community Liaison and Support Lead (4RDA) and Community Development Lead (DFPY), I am available to support and advise parish and town councils to implement this plan. Once you have started working towards becoming dementia friendly, I can also make an annual visit to help support with reviewing your progress.



Dementia Friendly Parishes ** For Further information on Dementia Friendly Parishes
around the Yealm
Around the Yealm and our partnership with them, please
see their website at <https://www.dementiayealm.org>.



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Action	Person(s) Leading	Barriers	Time scale	Review
<p>1. Identify a key link person on the Parish or Town Council and/or in the community e.g. WI, churches etc to keep dementia on the local agenda and take forward promoting dementia friendly approaches in the community.</p>				
<p>2. Local councillors and other community leaders attend a dementia awareness session. *Claire could deliver sessions.</p>				
<p>3. Help to challenge stigma and raise public awareness of dementia by holding public dementia awareness sessions in the community. *Claire could deliver the sessions.</p>				
<p>4. Include people living with dementia and their families/carers in your plans on an ongoing basis. Also, consider how people with dementia and their families are affected by various council policies e.g. health and wellbeing, transport, planning etc Ensure that future planning is inclusive and has built-in dementia friendly practices. *Claire could advise.</p>				
<p>5. Conduct dementia friendly building assessments on all community buildings to ensure that they are accessible and easier to navigate for people with dementia. *Claire could support you with carrying out assessments.</p>				



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Action	Person(s) Leading	Barriers	Time scale	Review
<p>6. Install dementia friendly signage in all community buildings.</p> <p>*Claire could provide advice and guidance.</p>				
<p>7. Engage with local businesses and other groups and organisations to promote an inclusive dementia friendly community and to ensure they are encouraged and supported to make their services easier for people with dementia to use.</p> <p>*Claire could provide awareness training/ premises assessments and other dementia friendly support as needed.</p>				
<p>8. Signpost and refer people living with dementia and their families/carers to appropriate support and activities e.g. Put posters and leaflets in public spaces and links on your council website to local and national support and activities.</p> <p>*Claire could provide the information.</p>				
<p>9. Ensure any written information shared with residents is available in a dementia friendly format.</p> <p>*Claire could advise.</p>				
<p>10. Support people with dementia to stay active in the community i.e. Ensure existing community groups and events are inclusive and accessible for people with dementia.</p> <p>*Claire could advise/ support.</p>				



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Action	Person(s) Leading	Barriers	Time scale	Review
<p>11. Work in partnership with other parish councils and organisations e.g. Join 4RDA.</p> <p>*Please contact Claire.</p>				
<p>12. Consider setting up a support group for carers of people with dementia to provide emotional support, practical information etc.</p> <p>*Claire could advise.</p>				
<p>13. Ensure that your responses to planning applications demonstrate an awareness of dementia where appropriate e.g. <i>Page 160 of PSWD JLP Supplementary Planning Document -Provision for dementia-friendly car parking.**</i></p>				
<p>14. Consider succession planning via encouraging a volunteer scheme that involves community members supporting people with dementia e.g. befriending, help with daily tasks, attending leisure activities etc.</p>				
<p>15. Communicate in various ways about your work towards becoming dementia friendly and to encourage others to become involved e.g. newsletter, social media, display the 4RDA logo on your council website/ literature etc.</p> <p>*Please contact Claire re: 4RDA logo.</p>				

****Plymouth and Southwest Devon Joint Local Plan 2014-2034 Supplementary Planning Document** (Guidance provision on the implementation of the local plan)-Adopted by Plymouth City Council 22/06/2020, by West Devon Borough Council 09/06/2020 and by South Hams District Council 16/07/2020.

<https://www.plymouth.gov.uk/sites/default/files/JLPSPD2020FINALred.pdf>

We cannot change the person living with dementia but we can change the experience they have in their community.



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The following organisations have contributed to the production of this information pack.



Ivybridge
Town
Council

