

Appendix 1

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| <p>Project:</p> <p>Dementia-Friendly Communities: Dementia-Friendly Businesses</p> | <p>Amount:</p> <p>£9,600</p> |
| <p>Proposal:</p> <p>Support local businesses to increase accessibility for customers with dementia.</p> | |
| <p>Rationale:</p> <p>The Alzheimer’s Society notes ten focus areas identified by people with dementia for creating dementia-friendly communities:</p> <ul style="list-style-type: none"> • Shaping communities around the views of people with dementia and their carers; • Ensuring early diagnosis, personalised and integrated care is the norm; • Empowering people with dementia and recognising their contribution; • Maintaining independence by delivering community based solutions; • Appropriate transport; • Challenging stigma and building awareness; • Befrienders helping people with dementia engage in community life; • Easy to navigate physical environments; • Ensuring that activities include people with dementia; • Business and services that respond to customers with dementia. <p>There are many good examples, across Wallasey Constituency and Wirral, of activity aligned with a number of these areas of focus. Many projects led by community groups are focused upon in particular activities for, and engagement of, people with dementia.</p> <p>The benefits of getting out and engaging with others are well documented; however people with dementia face many barriers to engaging with their community, including loss of confidence, being worried about becoming confused and fear of leaving a shop without paying. Research by the Alzheimer’s Society (DFC Survey) shows that for those people with dementia who did go out in their local area, shopping was the most common activity (79%), followed by socialising (72%), eating out (69%) and leisure activities (55%).</p> <p>A small number of businesses, such as New Brighton’s Caffe Cream, have taken the initiative to become ‘dementia-friendly’. However it is often difficult for small traders to find the resources to become dementia-friendly and make changes to their physical environment. There is a benefit to them approaching this issue as part of a collective, with the support of other traders, rather than in isolation. There are many advantages to businesses becoming dementia-friendly, not just in terms of retaining existing customers, but also attracting new customers and building positive reputational branding.</p> | |

Wirral has a larger percentage of people aged 50 and over compared to England's average. 21 per cent of Wirral's population are aged 65 and over, and this is predicted to rise to 27 per cent 2030, which is almost a third of all people living in Wirral. Notwithstanding that dementia can affect people of a younger age, there are 16,016 people aged 65 and over in Wallasey Constituency.

Detail of proposal:

Free awareness sessions will be provided in the Constituency's six wards (one ward at a time) for local residents and businesses to raise awareness of dementia, supported by the Alzheimer's Society. These will be used to garner enthusiasm and support for developing dementia-friendly businesses.

For those local independent traders who wish to become dementia-friendly businesses, funding will enable this general awareness training to be supplemented with bespoke 'improving customer experiences for people with dementia' training for them and/or staff. Spaces will be made available for up to 16 individuals from each ward.

Further funding will enable traders who wish to take steps to support customers with dementia to make small practical changes to their physical environment, such as improving contrast to assist people with visual dysfunction, a symptom of some types of dementia. This may include for example, replacing doormats, re-painting door frames/doors, changing taps, replacing patterned tablecloths, etc. There may be other physical changes that can be made, such as improving signage and reprinting menus. A transparent process will be determined for the provision of items and/or small grants. In order to ensure commitment, this may include the requirement for a small amount of match funding/financial contribution from the traders.

Local people with dementia will also be engaged in the project and recruited to act as 'mystery shoppers', to give further ongoing guidance to local businesses. This will make a contribution to a number of other areas of focus highlighted by the Alzheimer's Society.

It is hoped that a single trader or small group of traders will become 'champions' in their respective area and take responsibility for the engaging of new businesses and continued local focus, with the support of the Constituency Team. Interested businesses and organisations will also be offered long term support through encouraged membership to a Local Dementia Action Alliance.

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| Anticipated breakdown of spend: | Bespoke dementia-friendly 'improving customer experiences' training | £3,600 |
| | Support to make practical changes | £1,000 per ward (minimum) |

Other options considered:

This approach has been discussed with the Alzheimer's Society.

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| Committee Priorities impacted: | <ul style="list-style-type: none"> • Improving personal wellbeing • Improving economic wellbeing • Improving neighbourhood wellbeing |
| Wirral 2020 pledges impacted: | <ul style="list-style-type: none"> • Older people live well • People with disabilities live independently • Wirral residents live healthier lives • Wirral's neighbourhoods are safer • Thriving small businesses • Vibrant tourism economy |
| Public Health Outcomes impacted (Y/N): | Yes |
| Lead Officer/s: | Caroline Laing (Constituency Manager -Wallasey) |