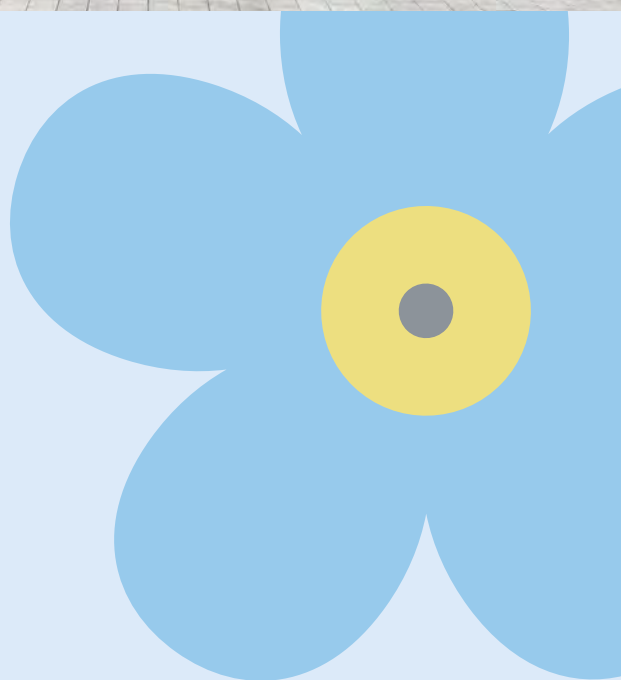


Supporting
**DEMENTIA
FRIENDLY
NORWICH**



**Norwich City
Dementia Action Alliance
Annual Report: 2017**



Introduction

Welcome to the first annual report of the Norwich City Dementia Action Alliance. Since our launch in January 2017, we have primarily focused on raising awareness of our Dementia Friendly Norwich campaign. The campaign is aimed at encouraging local organisations to raise awareness of dementia with their staff, volunteers and customers and introducing changes to their products, services or environment to improve accessibility for people living with dementia.

Our eight founding member organisations have grown to 60, making us the 2nd largest Dementia Action Alliance in the East of England by membership. Member organisations have already completed 45 pledges that they made when joining the alliance, with 114 actively being worked on, most training their staff and/or volunteers and things specific to their area of work - a fantastic achievement in only 12 months.

We now have a diverse membership ranging through different sectors, from independent shops to national businesses, community groups and charities, right across the different parts of the city, giving us a great platform to grow from.

When we started, our aspiration was for Norwich to be recognised as a “working to become dementia friendly” community by March 2018. Following our application, we were granted this status by the Alzheimer’s Society in November 2017. This successful outcome is a testament to the work each member organisation has undertaken this year in making its pledges a reality.

Looking to the future, we still have a long way to go. Our membership needs to continue to grow to reflect all the aspects our city has to offer and the nuances of different areas and communities, so people living with dementia, their carers or family can be confident, wherever they choose to go and whatever they choose to do.

This report outlines what we have done in our first year and our plans for 2018 and beyond. It summarises the results of the Norwich Dementia Survey circulated in September 2017 and our response to that as an alliance.



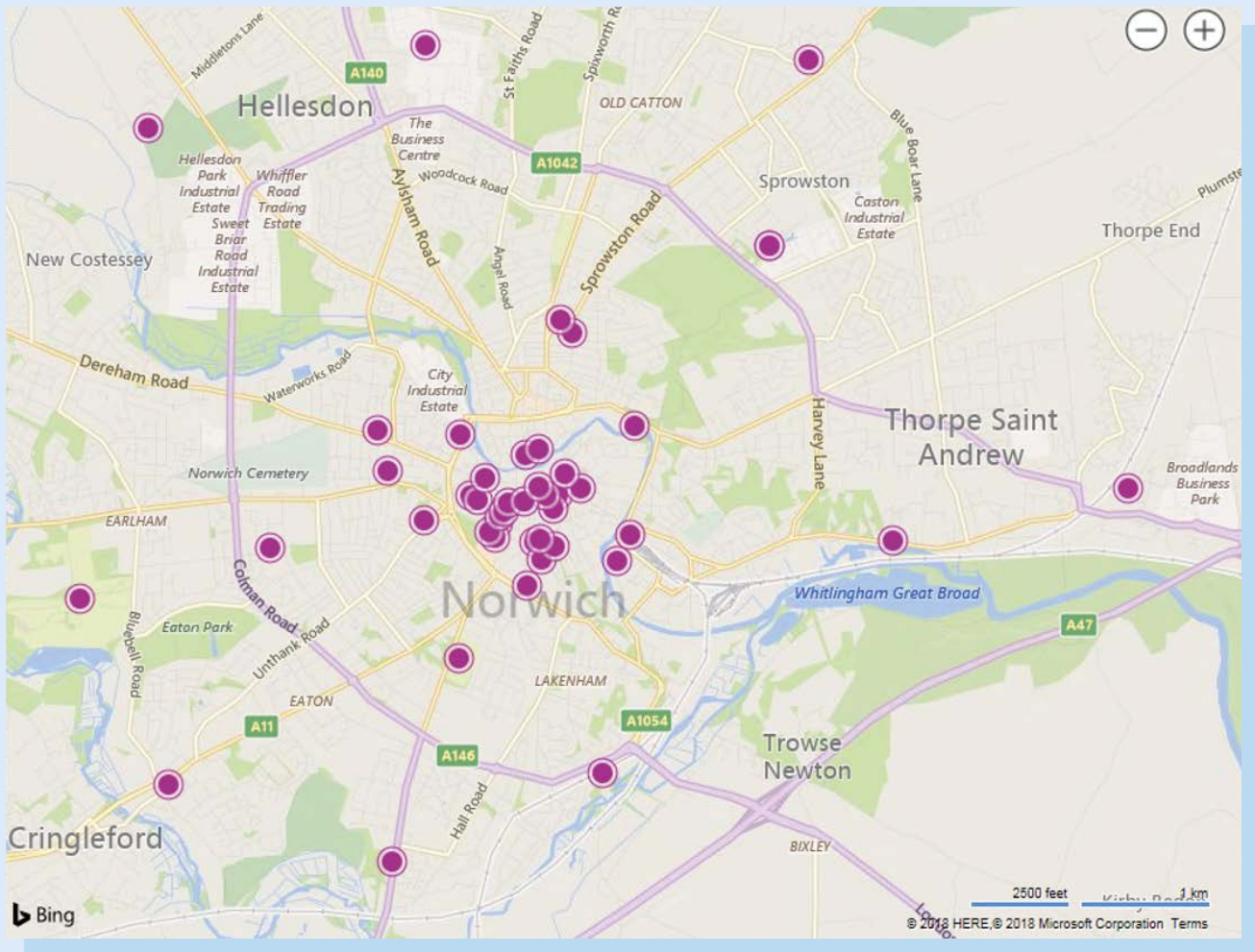
Our Vision

Norwich will be recognised as a city that understands, welcomes and includes people living with dementia.

Our Membership



Map showing the locational spread of the membership.



Our first year - what we have done

Engaged 60 organisations in the city

Awareness of dementia and getting this on the agenda is the first step to change. Growing our membership has not only involved the organisations themselves but, through their pledges, involved their staff, volunteers and customers. Many have shared what they have done through their own media, helping to spread the word of our campaign and other local dementia services and projects.

We also supported Eaton in their application to become a Dementia Friendly Community, which they were granted in May 2017, supported by a launch event during Dementia Awareness Week.



Created 2,409 Dementia Friends

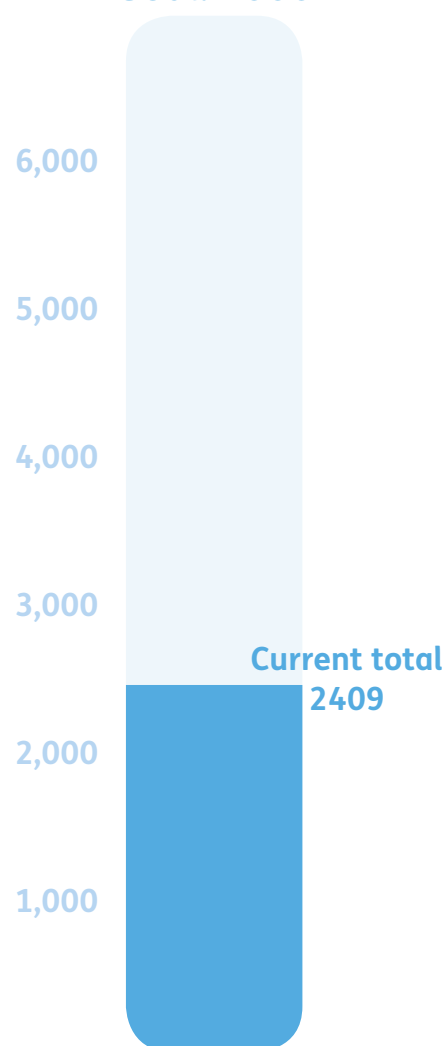
When launching, we stated that we want to create 7,000 Dementia Friends in the city by 2020 and we are well on our way to achieving this. It is a positive step that staff, volunteers and members of the public have learned about dementia and increased their awareness and understanding – this can often make all the difference to those living with dementia, something highlighted in our survey results.

During Dementia Awareness Week, we gathered over 100 Dementia Friends in the city, outside the Forum, to demonstrate the support already available in the city. (See cover photo.)

Implemented 45 pledges, across the membership

As part of joining the alliance, all of our member organisations have pledged to do something positive for dementia awareness or increasing inclusivity. These range from staff training to improvements to the physical environment, or raising the profile of dementia. Many organisations showed their commitment during Dementia Awareness Week 2017, which was well covered in the local media. A full list of pledges can be found at the back of this report.

Goal: 7000

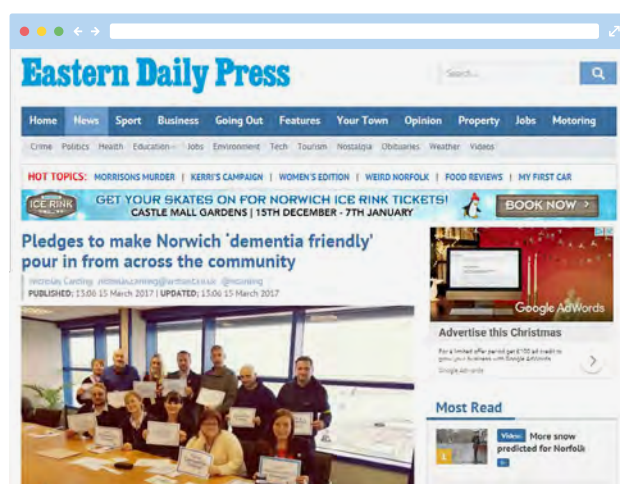


General awareness through media

Throughout the year, we came across many organisations who already had dementia on the agenda, making this part of what they offered to their staff and/or customers.

We shared what organisations do across the membership and worked with our media partners, Archant and Age Space, who have provided regular news stories, showcasing the range of activity in the city. This has included personal stories from carers, fundraising, care groups, dementia friendly activities, as well as the campaign in general. We launched our facebook page ([@dementiafriendlynorwich](#)), to share news stories and updates on organisations pledges and stories. This has over 300 followers, and articles have reached thousands of people over the year.

This activity promotes what Norwich has to offer for people with dementia and helps families and carers know what organisations have been trained and any services they have available.



Championing the views of people with dementia

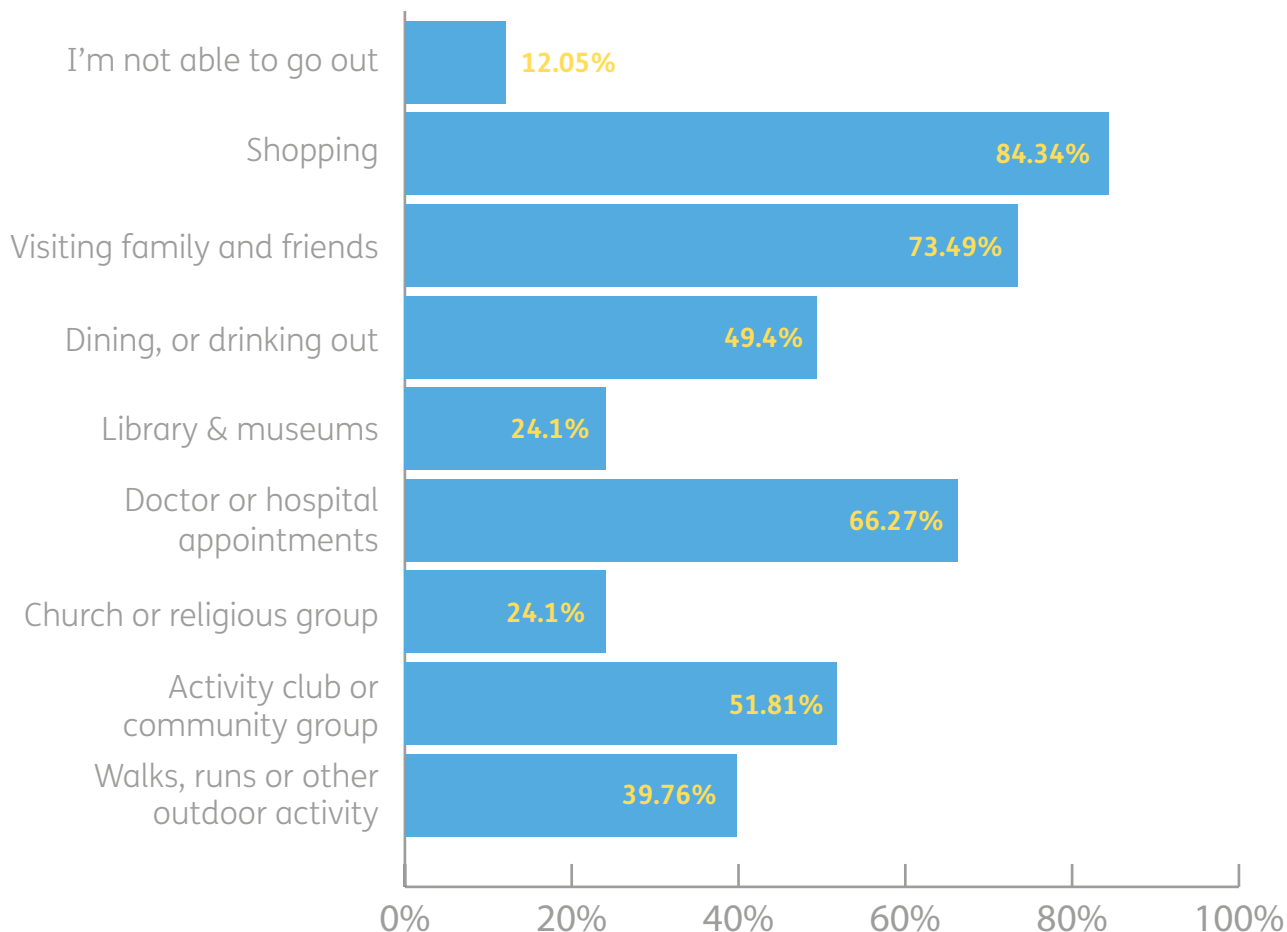
In September 2017, we commissioned a survey to gather the views of local people with dementia and their carers and families. We wanted to know what worked well in their local area, any challenges they faced and what they thought needed to change to improve their day-to-day lives.

In addition to the general survey, Castle Mall Shopping Centre and Norwich Airport hosted an “environment walk”, accompanied by someone affected by the condition and their carer, to directly hear their views and ideas. This has already resulted in improvements being made.

85 people completed the survey, with responses from city residents and those who regularly visit.

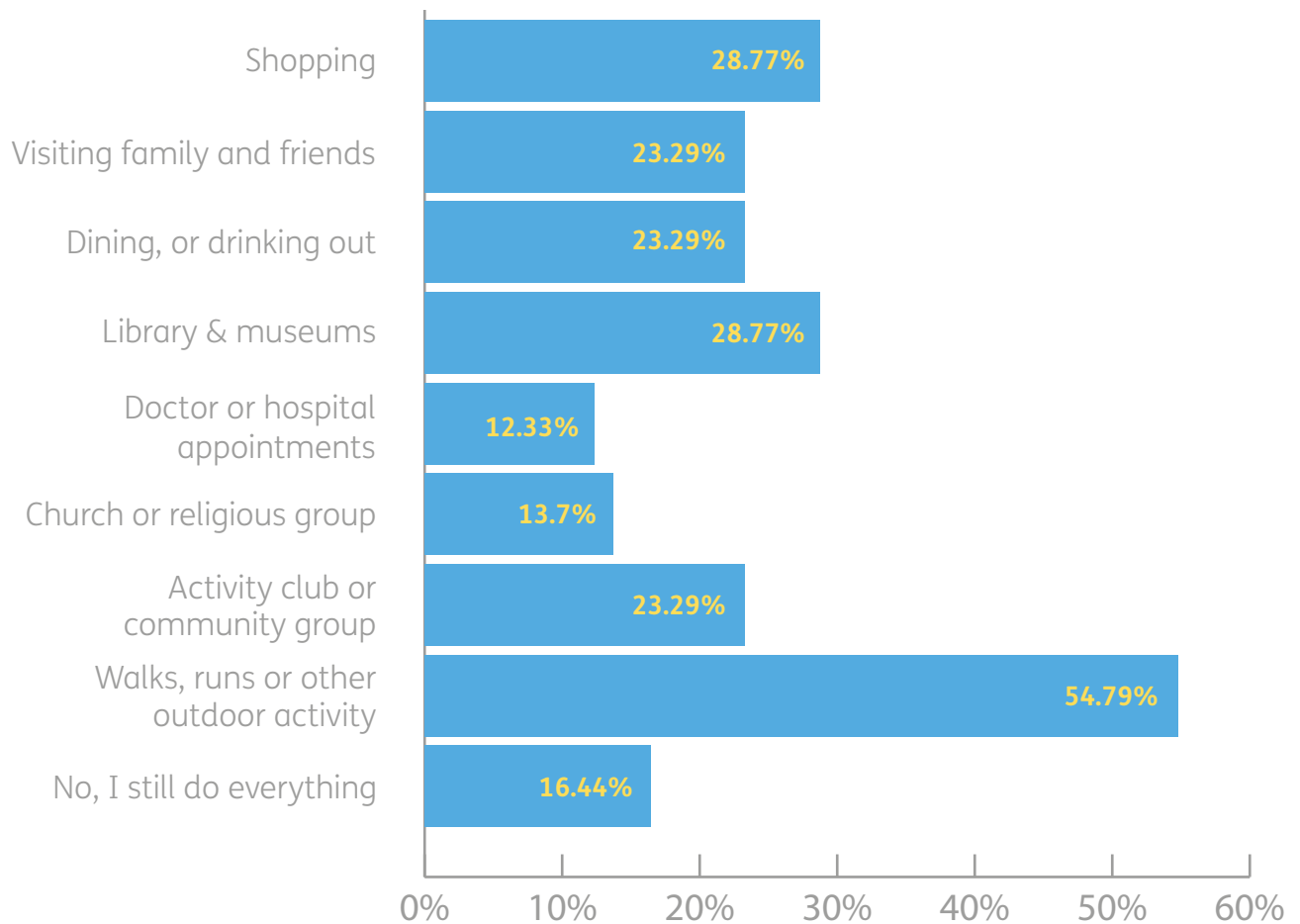
Question:

**When out in your local area, what sort of things do you do?
Choose all that apply.**



Question:

Are there things that you used to do, but have stopped doing?



“We find all the above difficult at times due to no transport.”

“Public transport is very poor, especially on the weekends, which can be the loneliest time of all for a carer of someone with dementia.”

Question:

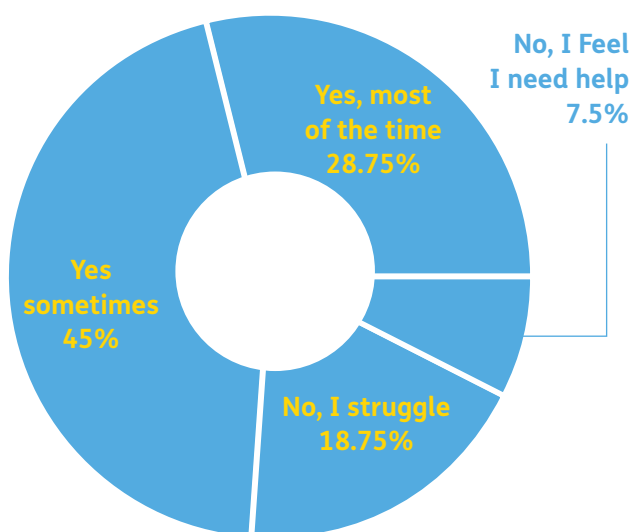
How important are the things below, so you feel able to go out in your local area?

Criterion	Not important	Neutral	Very important
People who understand me	1.3%	11.3%	87.5%
Friends, family or carers	1.3%	3.8%	95%
Easy to read signs	10.7%	26.7%	62.7%
Public toilets	15.2%	26.6%	52.8%
Public Transport	9%	33.3%	57.7%
Accessible Buildings	6.5%	27.3%	66.2%
Parking	15.6%	18.2%	66.2%
Safe pavements, pathways and roads	3.6%	16.9%	79.5%

“Accessibility and convenience is very important when you are taking out someone who requires support with dementia.”

Question:

Do you feel you live well with dementia?
(as a carer, family member or person with dementia)



What makes you feel that way?

"Mum is ill and we haven't been told anything about what we should and shouldn't be doing – help!"

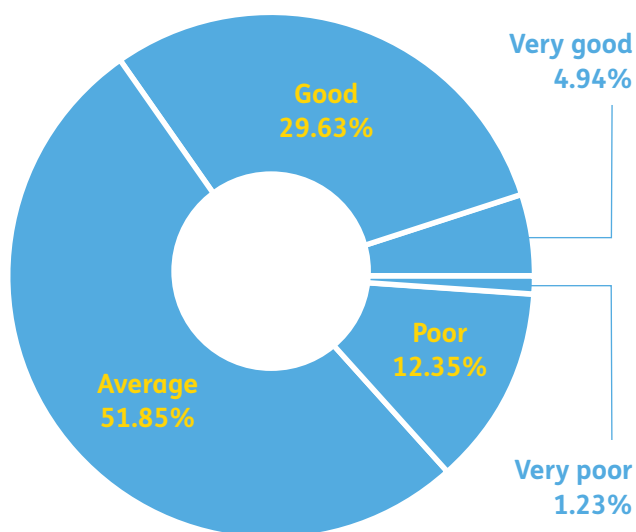
"Supportive family and Pabulum Café."

"General lack of services in the town. I therefore have to drive everywhere and leaving my husband is not an option any more. It is a bit catch 22 – we need to go out, but often it's such a challenge we end up getting our shopping online. Although that's easier, it makes you feel trapped as it's another normal thing you can't do."

"I rely on my wife to help me with daily tasks. She acts as my carer."

Question:

In your local area, how would you rate public awareness of dementia?



What examples can you share of living with dementia in your local area?

"Support from the Wymondham Dementia Café is a great help to me. Best thing I ever did was to join this group. Just a pity my husband won't come with me."

"Bus drivers are not educated in dementia and I have made a few complaints over the treatment of my mother."

"No one really seems to be aware or understands. People have little patience, too busy with their own lives, if I didn't go to Marion Road Day Centre, I would spend many hours alone and no one in the local area would know."

Our plans for the future

Transport

The results of the survey highlighted that transport was often an issue, undermining confidence or the logistical ability to use the city's services.

One of our alliance priorities will be to make transport more accessible to people with dementia and their carers so they have confidence to travel when visiting the city or using its services.

We will do this by:

- Engaging local transport providers to join the Norwich City Dementia Action Alliance
- Supporting local transport organisations with information sessions and training to increase dementia awareness for front-line staff
- Highlighting this issue with local authority transport commissioners to improve services through contract frameworks

Awareness & Support

We know there are a lot of excellent resources, groups and activities already available in the city. The survey showed that those accessing local support services felt more able to cope, or know where to go to get help, when they needed it.

We will focus on raising the profile of what Norwich has to offer, so families know what is available in their local area.

We will do this by:

- Growing our membership so more local organisations pledge their support and make positive changes to help people with dementia
- Continue to improve dementia awareness in the city by supporting local organisations with information and training. Our target is to have 7,000 dementia friends in the city by 2020. We are on track to do this and plan to create over 2,000 in 2018
- Members promoting local dementia services, groups and information via their own communication channels and via our facebook page [@dementiafriendlynorwich](https://www.facebook.com/dementiafriendlynorwich)

Dementia Friends Target/record

Year	Target	Achieved
2016	600	349
2017	1,300	2,060
2018	2,400	
2019	2,700	
Total	7,000	

Milestones of our first year

**January
2017**

- Alliance and “Dementia Friendly Norwich” campaign launched by the Worshipful The Sheriff of Norwich, Richard Marks, at the Forum.

**March
2017**

- 31 organisations signed up as members.
- 623 Dementia Friends created.

**May
2017**

- Supported Dementia Awareness Week, with scores of members hosting open days, training, offering discounts on products and fundraising.
- Crowd gathering event for 100+ Dementia Friends at the Forum.

**September
2017**

- Published the Norwich Dementia Survey to capture the views of people living with dementia and their carers.
- 50 organisations signed up as members.
- 1,333 Dementia Friends created.

**November
2017**

- Recognised as a “working to become dementia friendly” community by the Alzheimer’s Society.

**January
2018**

- Annual report published / 1st anniversary of the alliance.
- 60 organisations signed up as members.
- 2,409 Dementia Friends created.

Pledges Spotlight

45 pledges have been implemented since we started, many reflecting the diversity and creativity of our membership. The following focuses on a few of these, although a full list can be found at the back of this report.



Norwich Airport: **Travel Assistance Programme**

After training their staff as Dementia Friends, the airport extended their travel assistance service to people with dementia. This free service allows families to trial run the experience, from car-park to plane, to familiarise and prepare for travel.

In August 2017, the Airport Regulator, The Civil Aviation Authority (CAA) rated Norwich Airport as “Very Good” in their annual Airport Accessibility Report, for the second year running.



Cotman Housing: **Dementia Friendly Lifts**

During a refurbishment of their Ashwell Centre, the Board of Directors approved an upgrade from the existing standard lifts to ones designed for people with dementia, based on Stirling University recommendations. These include subtle changes to the door surrounds, lighting, seating and pictogram push buttons, which will also help other hidden disabilities.



Clapham & Collinge Solicitors: **Promoting Dementia Awareness**

In addition to training 76 of their staff in dementia awareness, they hosted five open days for customers and corporate partners, highlighting the legal impacts of dementia and giving the opportunity to become Dementia Friends.



Norwich Playhouse:

Finding Joy

In conjunction with Vamos Theatre Production Company, they hosted a performance about a women with dementia and her grandson, exploring the impact this had on their relationship, which ran during September 2017. Supporting this, they arranged for a bite-size interactive version of the performance to tour a number of local care homes in the city.



ReAssure:

Staff Awareness

After creating four Dementia Champions, they focused on internal awareness, running a number of Dementia Friends information sessions for their staff, to make this a part of their culture. To date, they have created over 300 Dementia Friends, which is just under 50% of their workforce.



Assembly House:

Carer Support Groups

In October 2017, in conjunction with Age UK Norwich, they made one of their café rooms a monthly carers support group, aimed at carers looking after a loved one with dementia.

This provides a quiet environment for people to share their experiences, learn new care skills and find out about other things to help them, such as technology, welfare rights and access to other care facilities.

Member Pledges in detail: Achievements to date

Member	Pledges	Current Status
Age UK Norwich	Appoint a Dementia Development Lead to coordinate our plans and activity within the city, including the Norwich DAA.	Complete
	Establish a Dementia Champion role within our organisation who will deliver the Dementia Friends programme to our staff.	Complete
	Championing dementia awareness and providing support for people living with dementia and their carers.	Complete
Age Space	Promote and publicise Norwich City DAA partners and actions.	In Progress
	Create a dementia area on www.agespace.org for all local resources.	In Progress
	Become a dementia friendly organisation.	In Progress
Alzheimer's Society	Raise awareness of the Dementia Action Alliance in the community.	In Progress
	Contribute to the future direction of the Dementia Action Alliance.	In Progress
	Contribute to Dementia Friends' success.	Complete
Andrew Frederick Adult Support	To continue to offer voluntary support within the local community in the form of dementia cafes and support groups.	In Progress
	To continually offer first class day service to people living with dementia which also offers respite for carers.	In Progress
	To offer Dementia Friends sessions via volunteers to carers and people wishing to learn more about dementia.	In Progress
Archant	Train 50 members of staff as Dementia Friends within 12 months to ensure they can spread understanding of the condition.	Complete
	Spread knowledge and understanding about dementia through our newspapers and websites, helping to reduce fear and spread understanding that it is possible to live well with dementia.	In Progress
	Review the language used in our newspapers and on our websites in the light of the Deep Guide, which offers guidance on language use when referring to dementia.	In Progress

Arthur Jary & Sons	Promote dementia awareness 'in house' by having a champion who can provide support and training to staff.	In Progress
	Make new staff training include an element of dementia awareness training so that the basic foundations are in place early on, so that effective communication is in place when dealing with the public.	In Progress
	Ensure that all office staff attend a dementia awareness session to improve their understanding of dementia and how to better communicate with people affected by dementia.	In Progress
Aviva	We pledge to offer Dementia Friends training via our internal training platforms and to embed a culture where colleagues have sufficient training and guidance to support customers living with dementia and their carers.	In Progress
	We pledge to constantly review our documentation and products to ensure they meet the needs of our customers who are vulnerable.	In Progress
	We pledge to constantly review our support for local projects and services. We currently support a dementia café and younger persons group.	In Progress
Castle Mall Shopping Centre	Train the staff as Dementia Friends; they will have awareness and full understanding of dementia.	Planning
	Create a dementia friendly environment in the shopping centre.	Planning
	Organise free awareness campaign with the Norwich City Dementia Action Alliance within the Castle Mall.	Planning
	To promote Dementia Friendly Norwich campaign throughout Castle Mall social media platforms.	Planning
Castlemeadow	We will offer dementia awareness training to our staff and encourage them in becoming Dementia Friends.	Planning
	We will promote a person centred approach in providing support to our residents particularly for those living with dementia.	In Progress
	We will set up a carers support group and engage the local community in raising dementia awareness.	Planning
Cathedral of St John the Baptist Trust	Join the Norwich City Dementia Action Alliance.	Complete
	Train front line staff in dementia awareness.	In Progress
	Establish a Dementia Champion at St John's.	Planning
	Update the Cathedral website with dementia awareness information.	Planning

Chaplin Farrant	To provide technical support to local firms wishing to make adjustments to their properties. Our healthcare team will be available to provide guidance to assist in improving facilities to become more dementia friendly.	In Progress
	To provide training (open to all architectural practices) on the requirements of dementia friendly design.	Planning
	Raise awareness amongst our clients and industry of the requirements for dementia friendly design.	In Progress
Cinema City Norwich	Hosting dementia-friendly screenings.	Complete
	Providing dementia awareness training to our front line staff.	In Progress
	Creating alternative dementia-friendly spaces whilst dementia-friendly screenings are happening.	Planning
City College Norwich	Book students onto the Dementia Champion training with Alzheimer's Society.	Planning
	Advertise and liaise with other tutors and CPD planners to deliver Dementia Friend sessions to other students and staff.	Planning
	Receive and pass on information that will offer support and ideas to those living with dementia and their families/carers. Students will promote this information by using noticeboards and giving information to staff when they attend their placements.	Planning
Clapham & Collinge Solicitors	Ensure all Will, Trusts and Probate Solicitors and reception staff are trained in dementia awareness.	Complete
	Join the Norwich City Dementia Action Alliance.	Complete
	Encourage staff to get involved with local dementia groups, carers groups and dementia cafes.	In Progress
	Get involved/sponsor/support local fundraising events and community initiatives for dementia care and awareness.	Planning
Community Action Norwich	Take everyone involved with the charity through the Dementia Friends information session. Ensure all new staff and volunteers are given the information at their induction.	In Progress
	Ask for regular feedback on current programmes being run and then give the clients and their family opportunities to suggest appropriate programmes and support that suits them.	In Progress
	Join the Norwich City Dementia Action Alliance. Start working with known local contacts in schools and businesses. Partner with Age UK Norwich.	Complete

Cotman Housing Association (Places for People)	Member of staff to complete Dementia Care Coaching Programme and meet with all staff teams in 2017 to deliver coaching and facilitate discussion.	Complete
	Undertake marketing campaign with Practice Managers regarding our service offer and highlighting link with Prevention agenda. Undertake pilot outreach presence at GP surgery.	Complete
	Review our existing literature, especially handbooks and leaflets to enhance references to dementia and the support which is available. Publicise that staff are Dementia Friends. Explore assistive technology offers and ensure staff are aware of products that can help support people to live well with dementia. Where possible, incorporate dementia friendly features in capital improvement programmes – for example, using colour contrast between doors and walls in blocks of flats.	In Progress
Deaf Connexions	We have appointed a Dementia Development Lead to coordinate our dementia project and training and who will liaise with the Norwich City Dementia Action Alliance.	Complete
	We will appoint a Dementia Champion who will have training in dementia awareness. Our Champion will then ensure all our staff have dementia awareness and will include the Dementia Friends Info Session in our staff induction. We plan to complete this by December 2017.	Complete
	We will attend the quarterly steering group meetings of the Norwich City Dementia Action Alliance and bring back to our team any updates or information to ensure we stay a dementia friendly organisation.	In Progress
Department for Work & Pensions	Join Norwich City DAA.	Complete
	Deliver training to 120 colleagues within Kiln House including colleagues in fraud and visiting.	In Progress
	To deliver in-house training and to maintain level and accuracy of information within the organisation.	In Progress
East of England Ambulance NHS Trust	Dementia awareness training will be offered to all EEAS staff.	In Progress
	Develop dementia-friendly environments and processes that improve the experience of patients with dementia.	In Progress
	Provide a strong voice for people affected by dementia by seeking and acting on feedback from them to improve the quality of service we provide.	In Progress
	Develop effective partnerships with local agencies (health, social care, and third sector) to improve care and outcomes for people affected by dementia.	In Progress

East of England Coop	Everyone is aware of and understands dementia – colleagues.	Complete
	Raising dementia awareness in the wider community.	In Progress
	Adapting the physical environment, where appropriate.	Planning
	Support wider community dementia friendly initiatives.	In Progress
	Sharing our learning and influencing others – our co-operative way.	In Progress
Eaton Dementia Friendly Community	Gathering together representatives from organisations and businesses in the Eaton area to work together to formulate concrete plans to support people living with dementia and their carers.	In Progress
	Promote the roll-out of Dementia Friends Information Sessions in Eaton - advertising, finding venues and champions to deliver the sessions which should be ongoing across the Eaton area.	In Progress
	Through setting up a website where activities and help offered by other organisations can be advertised and through producing a brochure which can be left in doctor's waiting rooms to advertise the above.	In Progress
Farmyard Restaurant	Offering dementia awareness training to staff, customers and local businesses.	Complete
	As an employer, Farmyard seeks to be actively supportive of any staff members who are being affected by caring for someone with dementia. We will offer support, guidance and be there to listen when they need us.	In Progress
	Regular Dementia Friendly Lunches. People living with dementia and their families are ALWAYS welcome to dine with us. However, we will be setting aside a day of the week every quarter for a dementia friendly lunch. This is not only offered for people affected by dementia but it is for everyone so that people will be aware that it will be a friendly, safe haven for them to come and enjoy a meal where we understand a bit about what life might be like for them and a few ways we can make their experience more enjoyable.	In Progress

Greater Anglia	We will improve staff awareness of dementia at four initial pilot stations, Cambridge, Norwich, Ipswich and Chelmsford, through their completion of Dementia Friends information sessions, either face to face or by web based videos.	In Progress
	Our induction programme for all new staff delivered at our training academy at Stratford will include Dementia Friends awareness.	In Progress
	We shall join the alliances that cover our first four pilot stations and extend membership as we roll the programme out across our region.	In Progress
	In order to encourage people affected by dementia to continue to use the railways, we shall make it clear, by mentioning dementia as a hidden disability in the next update of our policy 'Making rail accessible Helping older and disabled passengers', that they are able to use our Travel Assistance service.	In Progress
Healthwatch Norfolk	We will join the Norwich City DAA and actively support any events to raise the profile of dementia within the city and across Norfolk.	Complete
	We will arrange dementia awareness training for our staff and volunteers as part of their induction and/or professional development.	Complete
	We will promote membership of the Norwich City DAA through our website and social media channels.	Complete
Home Instead Senior Care	To provide public education programmes that help the public understand dementia and how to care for those with the condition.	In Progress
	To ensure all Care Givers continue to achieve the Home Instead Senior Care City & Guilds Dementia Care Qualification.	Complete
	To innovate and continually improve our high quality, person centred and relationship-led care service.	In Progress
	To be an active member of the Norwich City Dementia Action Alliance.	In Progress
Independence Matters CIC	To offer training and consultancy on dementia to providers in the local community.	Complete
	To provide information and signposting to providers.	Planning
Jarrold	All front of staff to be trained in dementia awareness. Keep dementia awareness fresh in staff minds through Staff Newsletter.	In Progress
	To include a section of dementia awareness to all new starters within Jarrolds.	In Progress
	Embed the concept of "Dementia Friendly" within our business process through Customer Service, Marketing, Training and Sales.	In Progress

John Lewis Norwich	Join the Norwich City Dementia Action Alliance.	Complete
	To have a Dementia Champion in branch by end of 2016 to continue delivery of in-house Dementia Friends Info Session.	Complete
	To train 10% of Partners to be Dementia Friends either internally or externally by end of March 2017.	Complete
Middletons Steakhouse & Grill	Middletons team to become Dementia Friends.	Planning
	Join the Norwich City Dementia Action Alliance and the Dementia Friendly Norwich campaign.	Complete
	Promote our involvement with Dementia Friendly Norwich. Our customers will know it is something we support, that our staff have awareness and to encourage people with dementia and their families to come along to our restaurant.	Planning
Music Mirrors	To join the Norwich City Dementia Action Alliance.	Complete
	To continue to encourage active engagement with music for people living with dementia and their carers.	In Progress
	To enrich with music the lives of people living with memory loss. To raise awareness of Music Mirrors as a tool for building bridges between people living with dementia and those caring for them.	In Progress
Norwich Clinical Commissioning Group	To increase dementia diagnosis in Norwich including dementia screening and diagnosis in care homes.	In Progress
	To develop an information flyer for professionals in primary care, advising what dementia services are available in Norwich.	Planning
	To ensure 90% of our staff become Dementia Friends.	Complete
Norfolk & Norwich Festival Trust	Create a series of workshops specifically designed around the needs of people living with dementia.	Planning
	Create dementia friendly environment within our large festival setting.	Planning
	Ensure our paid staff and volunteers are trained to be dementia friendly.	In Progress

Norfolk & Norwich University Hospitals NHS Foundation Trust	Create Dementia Friendly Environments. As part of our refurbishment programme our adult wards will incorporate dementia friendly design principles.	In Progress
	Dementia Fayre 2018 – Living well with dementia. We are planning a second Dementia Fayre open to members of the public and staff on May 14th 2018 .The theme will be 'living well with dementia' and there will be stalls representing over 25 public sector and community service providers for information and advice.	In Progress
	Increase our Volunteer Team. Our hospital has benefited from charitable funding which has provided a volunteer co-ordinator for Older People's Medicine. We currently have 65 volunteers with plans for many more.	In Progress
Norfolk & Suffolk Care Support Ltd	Train staff to become Dementia Friends and support organisations locally to do the same.	Complete
	Join the Norwich City Dementia Action Alliance.	Complete
	Provide information and signposting to our customers via our communication channels.	Complete
	Establish a Dementia Champion role within our organisation, someone who can train staff in dementia awareness.	Complete
Norfolk Constabulary, Norwich	Currently a Special Constable visits the carer in order to complete the Herbert Protocol. In the few cases where a carer is not available, the contact is made via email, telephone or post.	Complete
	An officer or police staff member to attend memory cafes, day care centres, etc. to talk to carers and give advice, at the same time suggesting they fill in a copy of the Herbert Protocol and keep it at home.	Complete
	We aim to implement dementia friendly awareness sessions for police officers and staff in the Missing Persons Department. We aim to provide dementia friendly awareness sessions for staff in the Public Enquiry Office in Bethel Street Police Station, Norwich. We aim to offer dementia friendly awareness sessions to officers newly posted to Norwich.	Complete
	When the Public Enquiry Office is renovated, an environmental audit will be included in the planning stage to make it dementia friendly. We will liaise with the Constabulary's Head of Estates to facilitate a meeting with an expert on dementia.	In Progress

Norfolk Freemasons	To train Lodge Almoners as Dementia Friends so they have awareness of dementia, are able to support Brethren who are personally affected and/or their carers, so they remain engaged in Freemasonry.	In Progress
	To make Dementia Friends training part of the Almoner awareness and role and to ensure this remains an active part of this role.	In Progress
	To cascade information to Lodge members to increase understanding, help those affected to live well with dementia by signposting the breadth of dementia services Norwich has to offer i.e. care options, carers support & advice, financial & legal support, and the growing list of dementia friendly locations.	In Progress
Norfolk Museums Service	Promote a dementia friendly workforce. We will train our team at the Museum of Norwich in dementia awareness, to ensure we offer a friendly, welcoming and positive service to all our older visitors and their families.	In Progress
	Review our services and adapt to a dementia friendly environment. We will conduct an audit of our environment and services at the Museum of Norwich and implement areas for improvement.	In Progress
	We will join the Norwich City Dementia Action Alliance and promote our membership and encourage other local organisations to join.	Complete
	The Museum of Norwich will become a dementia friendly champion within Norfolk Museums Service, and will cascade best practice and training to other museums in the service.	In Progress
	We will develop and pilot a series of dementia friendly activities, informed through consultation with older people.	In Progress

NorseCare	To continue to provide excellent person centered care.	In Progress
	As part of the NorseCare dementia training strategy, we will be rolling out a new four tiered approach to all of our staff. This will continue to ensure that our staff are trained to the highest level of dementia care standards.	In Progress
	We aim to ensure all our staff are Dementia Friends. We will provide this session as a core part of their learning and development plan. We have provided and will continue to provide Dementia Friends training to companies and teams within the wider Norse Group as part of our wider corporate responsibility programme, supporting them to become dementia champions in their local area.	In Progress
	For our dementia leads to provide information and support to our homes/schemes and out into the community.	In Progress
	We are setting up dementia support cafes in our homes for the local community to access. These will provide opportunities for people to find out more about dementia, to provide carers with some respite and to find out more about the care we provide to our residents and tenants.	Planning
Norwich Airport	Our aim is to ensure everyone has fair access to air travel and the opportunity to experience an enjoyable journey through our airport. To achieve this, we encourage passengers with dementia and their carers to visit and tour our facilities prior to the day of travel to help. We hope this will remove any concerns or worries and give them confidence to use air travel.	Complete
	We will ensure our key staff receive dementia awareness training. We will also encourage staff not directly employed by ourselves to attend this training, for example those from retail outlets, our cleaners, approved taxi provider, duty free, catering, car park and car hire companies.	In Progress
	We will work with the alliance to ensure our processes and services on offer at the airport meet the needs of people with dementia.	In Progress
Norwich Cathedral	To find within our existing volunteer and individual(s) to provide Dementia Friends training to all new volunteers.	Complete
	As part of our new initial training for all volunteers, we require them to attend dementia awareness.	In Progress
	To undertake an audit across site exploring all ways in which we can be more dementia friendly.	Planning

Norwich City Council	Join the Norwich City DAA.	Complete
	Provide dementia awareness training to all front line staff.	In Progress
	Provide dementia awareness for elected members within the organisation.	Planning
	Establish a Dementia Champion within the council.	Complete
	Provide a briefing for Norwich early help hub partners.	Planning
Norwich Older People's Forum	All members of our Working Group to become Dementia Friends.	Planning
	The Working Group will appoint a Dementia Champion.	Planning
	We will promote the dementia-friendly Norwich campaign and share information about dementia at our neighbourhood meetings and with our members and contacts.	Planning
Norwich Playhouse	Norwich Playhouse will establish a Dementia Champion and begin an ongoing programme of Dementia Friends training to front line staff.	In Progress
	We will organise and promote annual dementia awareness training sessions available to our customers and the general public.	In Progress
	We will work with local organisations such as Age UK Norwich to ensure people with dementia and their families are aware they can visit the theatre, make use of special ticket reductions and approach a member of staff on their visit if they need assistance.	In Progress
	We look forward to working alongside other members of the Norwich City Dementia Action Alliance to create a dementia friendly city.	Planning
	We are currently working on a two-year project with Vamos Theatre: - to take performances of 'Sharing Joy' into a city centre care home setting. The show is an interactive performance highly suitable for people living with dementia. - to hold workshops for carers that provide skills in non-verbal communication - workshops created in collaboration with theatre practitioners and health professionals. - to present performances of 'Finding Joy' - a full mask theatre piece that explores Joy's experience of her dementia and her relationship with her grandson.	Complete
Norwich Theatre Royal	We will commit to an ongoing programme of dementia awareness training for staff at all levels of our organisation.	In Progress
	We will actively explore opportunities to involve those living with dementia.	Planning
	We will take an active role in the NCDAA agenda.	Planning

Nuffield Health, Norwich	The first part of this will be to organise official training with Age UK Norwich to develop up to three initial Dementia Champions who will role this out to current staff. Once confirmed, this will then be developed into the induction process and noted online that we are dementia aware and friendly.	In Progress
	After the initial dementia awareness training has been implemented, the clinic will put together some information on dementia and what we have done that can be accessed by all staff and users of the gym and other services in-house.	Planning
	Once the review of our application and initial training has been implemented, we will continue to stay in contact with Age UK Norwich and develop a means to open up our doors to those with dementia and their carers and put on social events, and work with other community based projects to support the implementation of this task.	Planning
OPEN Youth Trust	We will organise free awareness raising opportunities for all staff.	In Progress
	We will use our social media channels to promote awareness of dementia both internally and externally.	In Progress
	We will use recently received funding to deliver IT training for older people working alongside our young volunteers.	Complete
	We will place information sharing links on Facebook and on-site posters within youth areas.	In Progress
Riverside Leisure Centre (Places for People)	Become a member to show our commitment to our customers and the community.	Complete
	We want our staff to have a full understanding of dementia and the customers who we want using our facilities. This will give them more knowledge and understanding to help our community.	In Progress
	Aim to have a Dementia Champion at Riverside Leisure Centre so delivery of the Dementia Friends Info Session can be completed in-house to improve staff awareness.	In Progress
	Hold a monthly Dementia Cafe at Riverside Leisure Centre for customers living with dementia and their carers in partnership with the Alzheimer's Society UK.	Complete

Rainbow Wholefoods	The Dementia Champion will provide a training session for all staff members. A record will be kept of this training. This training will also be included as part of the induction for new members of staff.	In Progress
	Assigning a member of staff as Dementia Champion. As part of this role, this person will attend training sessions and undertake any further reading and research as required.	In Progress
	Find a local dementia cafe and help promote it through our social media and our shop community notice board.	Planning
	Having a collection box in the shop as part of our on-going commitment to fundraising.	In Progress
ReAssure	Volunteer to support and participate in activities in the local community to help people living with dementia and promote dementia awareness. Our Dementia Friends will wear their badges in the workplace and in the community and will tell people about the dementia friendly initiative.	In Progress
	ReAssure will provide dementia awareness training to all staff, enabling them to become Dementia Friends so they can recognise signs of dementia within customer interactions and understand how to make the contact a better experience.	In Progress
	Reassure will review written literature sent to customers and seek recommendations from Age UK Norwich and the Alzheimer's Society to improve the format to make it more dementia friendly. ReAssure will also look at digital technology to find ways to improve and shorten customers' journey, making it easier to do business with us.	In Progress
Rogers & Norton	Provide ongoing dementia awareness training for new and existing staff.	Complete
	Carry out a review to ensure the premises and the documentation we offer to our clients are dementia friendly and implement changes as required.	In Progress
	Review our website and ensure dementia awareness is promoted widely on all our forms of social media.	In Progress
Collins Care (Simplyhealth)	Plan to train staff in dementia awareness to support and educate.	Planning
	We look to provide a place where drop in sessions for dementia groups and training can take place in a friendly place.	In Progress
	To provide information on other organisations and services by working together with them.	In Progress
	Join the Norwich City DAA.	Complete

Slow Theatre Company	To promote affordable, often free, open and accessible creative arts opportunities for people living with dementia and for those that care for them.	In Progress
	We offer Dementia Friends sessions to all of our staff and volunteers and to the children that attend our classes.	In Progress
	Establishing affordable, and where possible free, workshops where people can come together and relieve the tension they live with. These workshops are available for care homes, day centres, dementia cafes and for the work place.	Planning
Sportspark	To include dementia awareness training in staff induction and training programme.	In Progress
	Building refurbishment will take place being mindful of needs of community users living with dementia.	In Progress
	To support community groups and activities in raising dementia awareness.	In Progress
Sprowston Dementia Friendly Community	Raising awareness of dementia and the support available for people living with dementia in Sprowston.	In Progress
	Contact businesses etc within Sprowston, and work with them to provide support to assist them becoming dementia friendly businesses.	Planning
The Assembly House	The Assembly House Trust will support local groups and organisations by offering high quality facilities for use in offering help and support to people with dementia and their carers.	In Progress
	The Assembly House Trust will offer training to Front of House to help provide adequate support and information to customers with dementia and their carers.	Planning
	The Assembly House Trust will work with local organisations to arrange a number of events to help raise awareness of dementia in Norwich.	Planning
The Forum Trust	To join the Norwich City Dementia Action Alliance	Complete
	To establish a Dementia Champion role within the organisation.	Complete
	To train front line staff in dementia awareness.	In Progress
	Support local fundraising and community events for dementia care.	Complete

The Memory Joggers	Taking part in the dementia-friendly Norwich campaign, which is coordinated by the Norwich City Dementia Action Alliance.	Complete
	We endeavour to provide free training to both public and private sectors as to how valuable reminiscence is to people who are living with dementia and or with memory loss. There is so much we can do to help people in this situation which will enhance their quality of life and therefore make life a bit easier for their carers.	In Progress
	Aside from training and educating people in the use of reminiscence, we are also involved in various dementia awareness campaigns throughout East Norfolk.	In Progress
The Millennium Library	Our staff and volunteers will attend a Dementia Friends information session. We will also run sessions for customers and will create book and information displays about dementia during Dementia Awareness Week.	In Progress
	Continue to deliver our existing accessible events, Adult Colouring, Board Games, Knitting, Come Singing and Music Mirrors and continue to promote them to people with dementia and their families.	In Progress
	Join the Norwich City Dementia Action Alliance and promote our membership and encourage other local organisations to join.	In Progress
University of East Anglia (UEA)	To raise awareness of dementia across the University's communities and to ensure dementia features in our research, teaching, support and activities.	Planning
	To have in place appropriate University policies and processes that enable the needs of University staff living with dementia and staff who are caring for a person with dementia to be taken into account.	In Progress
	Build on our capacity to undertake research into dementia and encourage the involvement of people with dementia and their carers in our research activities.	In Progress
	Provide training for our customer-facing staff and students to enable them to offer effective support and communication to people who live with dementia.	Planning
Wensum Valley Medical Practice	Raising dementia awareness amongst our staff.	Planning
	Identify a Dementia Champion in our practice.	In Progress
	To explore the environment at the practice to ensure that it becomes friendlier and more accessible for patients with dementia.	Planning

Norwich City Dementia Action Alliance

Income and Expenditure

The Norwich Alliance is co-ordinated by Age UK Norwich and all donations are managed by the charity as a restricted fund and used only for the purposes of making Norwich dementia friendly.

Statement at 31st December 2017

	Total Funds 2017
Income & Endowments	
Donations & Legacies*	£1,161.45
Campaign Stock Sales	£767.73
Total Income	<u>£1,929.18</u>
Expenditure	
Campaign activities**	(£2,065.30)
Cost of Stock Sales	(£518.37)
Total Expenditure	<u>(£2,583.67)</u>
Net Income/(expenditure) Ω	<u>(654.49)</u>
Total funds carried forward	<u>£0.00</u>

Notes:

* Includes £420 donated in 2016 prior to the official launch.

** Campaign activities include direct costs such as room hire, leaflets and promotional materials. All people resources and any related donation of time and overhead are provided on a voluntary basis and not an attributed cost of the campaign.

Ω Shortfall in funds was funded by Age UK Norwich in relation to the launch event and Dementia Awareness Week activities.

^ Stock value to be carried forward is £594.55.



Susan Ringwood
Chair, Norwich City Dementia Action Alliance

Appreciation

We are grateful to all the members and supporters of the alliance and the Dementia Friendly Norwich campaign, who give their time voluntarily.

Special thanks go to:

Ryan Newell for creating the Dementia Friendly Norwich logo and donating his time, free of charge, to the campaign.

Archant and Age Space for headlining the campaign throughout the year and giving this regular focus in the local media.

Age UK Norwich for funding the production of this annual report, providing Chair and Secretariat for the alliance and holding donated funds for the campaign as restricted donations.

Norwich Clinical Commissioning Group for hosting the Norwich Dementia Survey and making this available through their infrastructure and funding freepost returns.

Norwich Castle Mall for providing shop space, free of charge, during Dementia Awareness Week 2017.

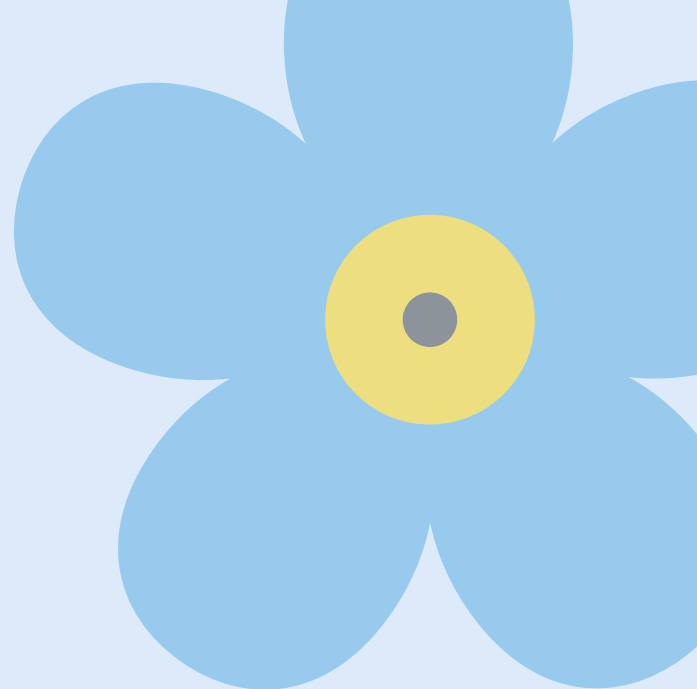
Lucas Developments for donating two trade stands, free of charge, for the campaign.

Amanda Moscou for creating the quarterly newsletter and donating her time, free of charge, to the campaign.

Age UK Norwich, Open, Norfolk and Norwich Festival, John Lewis and Norwich Clinical Commissioning Group for hosting the quarterly steering group meetings.

Finally, special thanks goes to all supporters and volunteers of the campaign who have freely given their time and individuals who have kindly donated money to our objectives in making Norwich Dementia Friendly.

Find out more / contact us



For general enquiries about the report, campaign,
or to become a member of the alliance:

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To find out about the campaign and what's going on in the city:

 [@Dementiafriendlynorwich](https://www.facebook.com/Dementiafriendlynorwich)

To see our alliance registration and see our current list of members:

www.dementiaaction.org.uk/local_alliances/18517_norwich_city_dementia_action_alliance

The Norwich City Dementia Action Alliance is a local alliance of the East of England, part of the National Dementia Action Alliance. Chair and Secretariat is currently provided by Age UK Norwich, registered charity no. 1094623. All donations received are restricted by Age UK Norwich for the purpose of making Norwich Dementia Friendly.