

 **CLOA**

CHIEF CULTURAL & LEISURE OFFICERS ASSOCIATION



Southern Regional Network Meeting

Dementia Friendly Communities – how sport and culture can contribute to this Government priority

16 October 2015
Crawley



sponsored by



Welcome & Introductions

Emma Wiggins

Swale BC / ^cCLOA Exec Member



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Agenda

10:00 Welcome and Introductions

10:15 The Governments new Sports Strategy – Implications for Local Government
Emma Wiggins (CLOA Executive Member)

10:45 Crawley, a Dementia Friendly Community – how leisure and culture is pivotal in living well with dementia
Julie Kalsi (Support Officer, Crawley Dementia Alliance)

11:30 Coffee Break

11:45 ASA Dementia Friendly Swimming Project – how leisure centres are adapting to be dementia friendly
Duane Newton (Project Manager, ASA)

12:30 Improving Wellbeing Through Reminiscence and the Arts – how a partnership approach with the Council, CCG and community sector, in Lewisham, is supporting those with dementia and their carers
David Savill (Artistic Director, Art-Exchange)

13:15 Summary and Close

13.20 Buffet Lunch / Networking



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The Government's new Sports Strategy

Implications for Local Government

Emma Wiggins

ˆCLOA Exec Member



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The New Sports Strategy Consultation Document

- Theme One: Participation
- Theme Two: Physical Activity
- Theme Three: Children & Young People
- Theme Four: Financial Sustainability
- Theme Five: Coaching, Workforce & Good Governance

The New Sports Strategy Consultation Document

- Theme Six: Elite & Professional Sport
- Theme Seven: Infrastructure
- Theme Eight: Fairness & Equality
- Theme Nine: Safety & Wellbeing
- Theme Ten: International Influence Major Sporting Events

The New Sports Strategy Consultation Document - Key consultation questions

- What action is needed to address the challenges?
- What is the role of government?
- Role of the rest of the sports sector?
- Is there a role for those outside sport?
- Any other issues?

The New Sports Strategy Consultation Document

- **Implications for Local Government**
 - what role can we/ do we play?
 - what action can be taken?
 - examples of best practice?

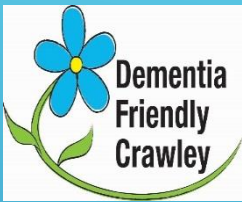
The New Sports Strategy Consultation Document

Response from cCLOA – the Critical Issues

- Inactive to Active
- Greater focus on local delivery partnerships
- LAs play a key role in adding value
- Influencing local decision making better
- Developing skills of our workforces & performance of the sector

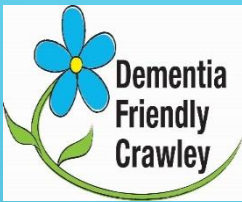
The New Sports Strategy Consultation Document – Response from cCLOA

- Measurement
- Infrastructure
- Young People and Schools
- Events

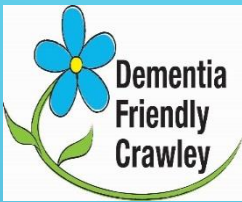


Julie Kalsi

Support Officer
Crawley Dementia Alliance



WHAT IS DEMENTIA?

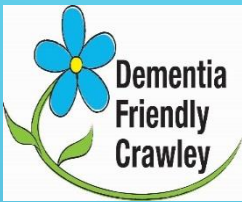


850,000 people with dementia
in the UK in 2015

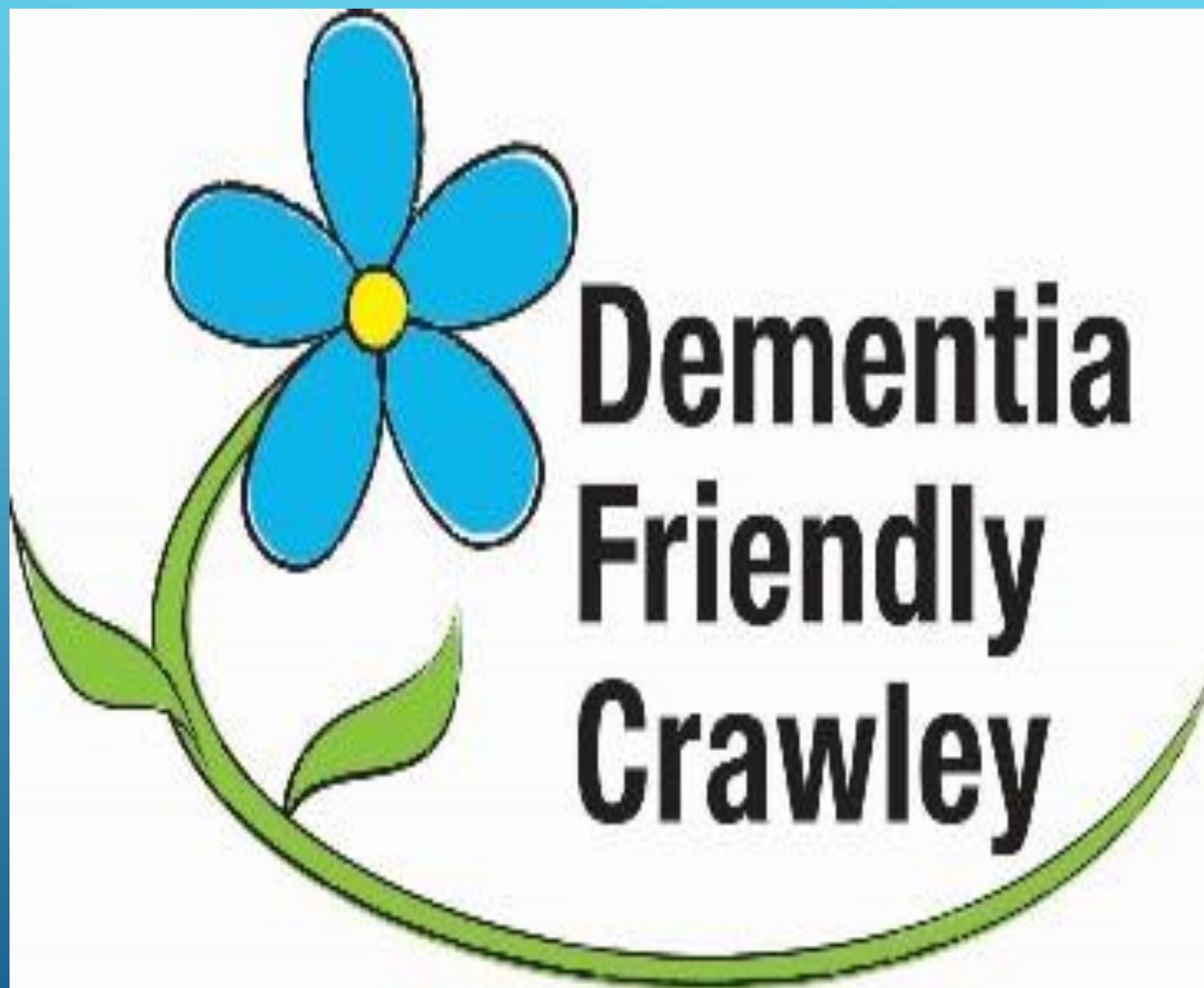
over 1 million by 2025 and over
2 million by 2051

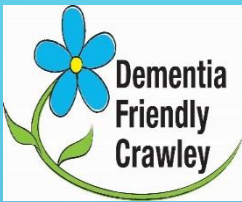
ageing population

1 in every 14 of the population
aged 65 years and over



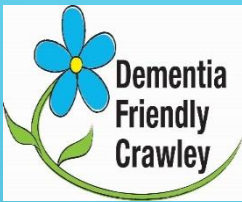
- DEMENTIA ACTION ALLIANCES
- DEMENTIA-FRIENDLY





OUR VISION

Crawley, a town where the people living with dementia and their families are able to live well and are supported across the town to get the help they need to ensure everyday life and pursuit of leisure and cultural activities are made easy



Dementia Friendly Crawley – Winner Dementia Friendly Awards, Local Initiative 2014

<https://www.youtube.com/watch?v=rNRohfabB7A>

Living well with Dementia Day



at K2 Crawley
Wednesday 20 May
10am-3.15pm

FREE activities throughout the day
including:

- Swimming • Tai chi
- Indoor bowls • Croquet
- Badminton • Pilates
- Walking football • Wheels for Wellbeing
- Crawley Wellbeing challenge
- Sing-along session
- Buffet lunch for £2.50 plus a choice of homemade cakes!

Please come along – everyone is welcome.

For more information call 01293 585317
or email dfc@crawley.gov.uk

Dementia Awareness Week 2015



www.crawley.gov.uk/dfc



Winter Warm-up

at K2 Crawley

Thursday 12 November
12.30-4pm

Activities for those aged 50+:

- Bowls
- Pilates
- Seated exercise
- Sing-along session plus tea and cakes
- and more ...

£2.50 per person, includes a
winter warmth goodie bag

Tickets available from K2 Crawley

Please come along – everyone is welcome

For more information call 01293 585317
or email dfc@crawley.gov.uk



www.crawley.gov.uk/dfc









Coffee Break

Until 11:45



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The Amateur Swimming Association (ASA) Dementia Friendly Swimming Project: Plans and progress

Ken Fox (University of Bristol)
Duane Newton and Lara Lill (ASA)



ASA Dementia Friendly Swimming Project

- **3-year project** - funded by the Department of Health's Innovation, Excellence and Strategic Development Fund
- **Aim** is to enhance swimming provision for those living with dementia and their carers and subsequently increase participation
- **Approach** is a top down facilitation by ASA that allows flexibility of delivery to fit the local needs of swimming leisure services

ASA Dementia Friendly Swimming Project

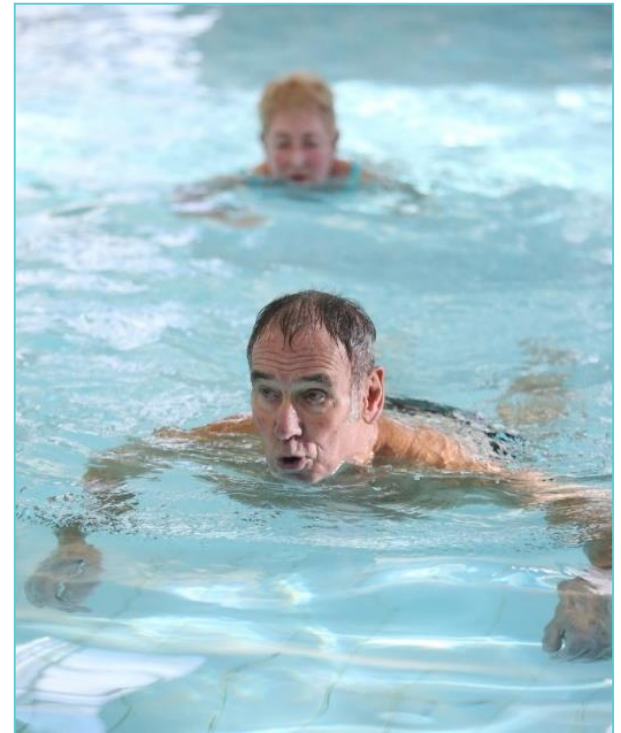
Strategies include:

- funding of local coordinators
- guidance, support and sharing with other sites
- development of local partnerships and advisory boards with dementia-involved agencies and charities
- creation of friendly, safe, and supportive pool environments
- dementia-friendly training (Step inside) for pool staff
- special swimming or water exercise sessions and improved access and support during open sessions

ASA Dementia Friendly Swimming Project

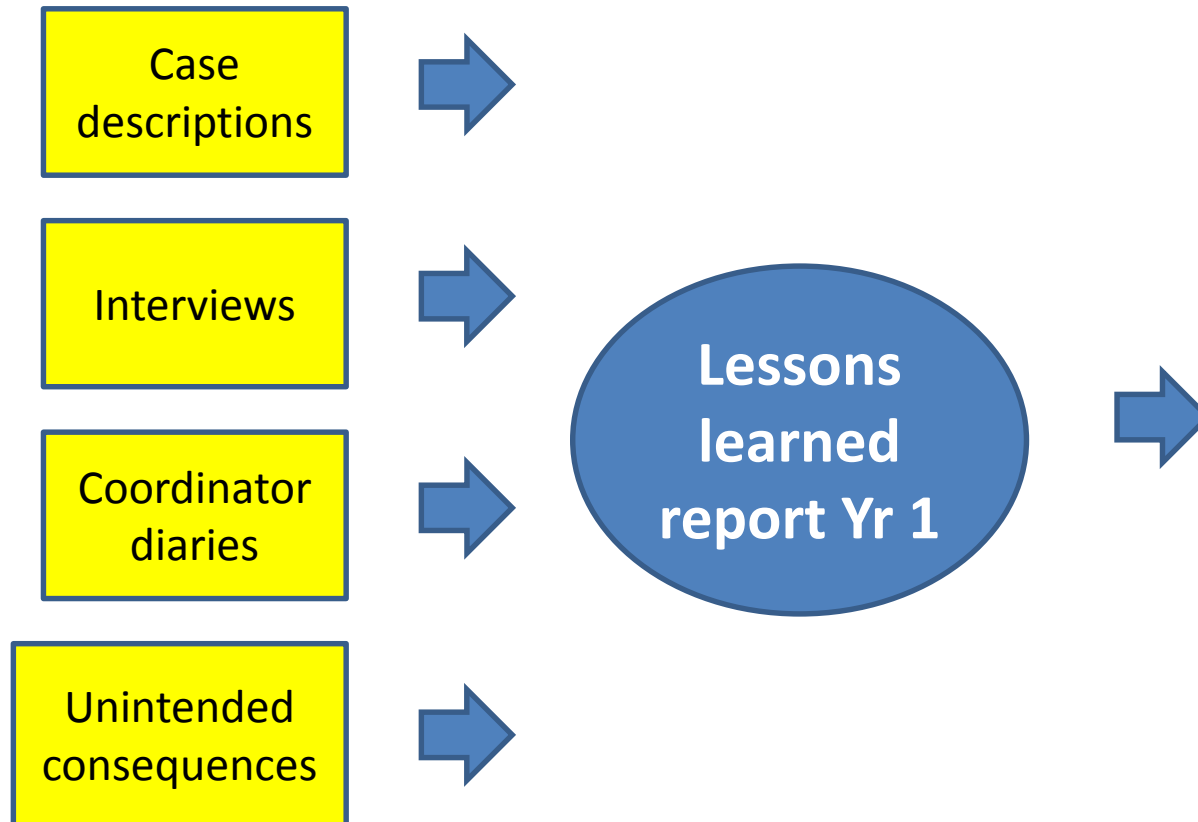
Sequential development to allow learning to produce scalable best practice and sustainable delivery

- **Year 1** – Durham and Manchester as pilot sites..
- **Year 2** – extension to four further cities and Greater London
- **Year 3** – adoption in over 100 authorities.



Research strategy

1. Action-based research at each stage through lessons learned reports



Research strategy

2. Qualitative study with participants and carers to assess barriers and facilitators to recruitment and retention (Yr 1 sites)
3. Audit of recruitment and participation
 - Registration questionnaire for participant and carer to assess history, experience, and motives
 - Standardised attendance and dropout data
 - Exit questionnaire for dropouts
 - Regular monitoring reports and summaries at local and national level

Research strategy

4. Health economics case control study to estimate effects on quality of life of participants and carers (Yr 2 sites).
 - EuroQual EQ-5D
 - Alzheimer's-related Quality of Life Q (ADRQL)
 - Modified Care-Giver Strain Index
 - Physical activity levels
 - Social involvement

Progress to date

- Official Launch of the project.
- Year 1 cities have completed their initial set up phase and have sessions up and running.
- Year 2 cities are completing their set up phase ready for an October start.
- Adapted Alzheimer's Society 'step inside' training has been widely delivered.
- Evaluation plan in place
- Continue to receive expressions of interest for year 3.



Some lessons learned so far

- Partnership working takes time and effort but is critical to gaining access to participants and there are all round benefits
- Recruiting participants, particularly in the early stages, is proving to be one of the most challenging aspects of the programme and requires several strategies
- Dementia friendly training has proved popular with a high take up rate across several roles
- Lots of learning on improvements of the setting including signage, lighting, seating, use of toilets and lockers.
- Consideration of the needs and support of carers is just as important as people with dementia

Some unintended extra benefits.....

"The project has improved my knowledge base and working relationships, while also highlighting possible areas for future collaboration."

The project has acted as a catalyst for bringing together people working on dementia

"We are trying to become a dementia friendly town and this programme is part of that."

"The feedback from customers has helped improve the service provided...improved facilities, staff awareness and community service and offers."

"The feedback from customers has helped improve the service provided...improved facilities, staff awareness and community service and offers."

"This is a new area of commissioning... We are very interested in monitoring the outcomes... to inform future commissioning."

"The fact that the local authority is exploring this is great and will raise the profile (of dementia) in the community as well as the Council."

Project Team

- Lara Lill - ASA Head of Health and Wellbeing
- Duane Newton – ASA Programme Manager - Health and Wellbeing
- Professor Ken Fox, University of Bristol
- Professor Ric Fordham and Dr Chris Skedgel, University of East Anglia
- Grace Clancey, Continuum Sport & Leisure LTD
- Catriona Sudlow – Manchester Coordinator
- Deborah Breen – Durham Coordinator

<https://vimeo.com/mediablaze/review/127827610/74f50b7341>

<http://we.tl/zw6DX8ABLt>

Manchester - Year 1 update

- 2 sessions – East Manchester/Wythenshawe
- Participant figures – 2 carers and 5 people living with dementia across both sessions. Plus 3 people watching!
- 26 Dementia Friends across 4 centres
- 2 Step Inside sessions – 28 people trained across 4 centres
- Success – participation up!
- Challenge – ongoing community engagement and change of culture within the pools

Manchester - Next steps

- 2 new sessions – inc. instructor led – Moss Side and Manchester Aquatics Centre – October 2015
- Further staff training including CASCADE workshop in December
- Transport project with Manchester Community Transport
- Supporting Salford and Chorley to implement DF Swimming in their local areas – inc. Step Inside Training

Durham - Year 1 update

- New members at Steering Group
- Joined Dementia Action Alliance
- Step Inside Training delivered in July and another for planned for September
- Dates Identified for Cascade training in February
- Activities Information Day for Health Professionals
- 1st Volunteer Recruited

Durham - Future Roll Out

- Site 3 initial meeting booked for October with plans to start swimming sessions in February
- Site 4 initial meeting booked for December with plans to start swimming sessions in April
- 2 further Durham County Council sites planned for year 2
- 3 third party provider sites planned for year 3

Durham - Success

- Project featured in Public Sector Duty Report
- Dementia Friendly Swimming is influencing the development of other projects in the county such as Dementia Friendly Cinema

Durham - Challenges

- Recruitment is still low
- Staff capacity issues in Leisure Centers



David Savill – Artistic Director

Age Exchange

- Number 11
- Volunteers
- Carers Groups
- Centre Activities
- Library



Age Exchange – where we work

- The Centre
- In Care Settings across London
- Opportunities for Inter-generational Learning
- Training all over the UK
- European projects

Partners

Local Authorities, NHS, CCGs, Residential and Continuing Care homes, Hospital Trusts, Universities, Schools, Museums and other voluntary sector organisations

What is reminiscence ?

How do we use it ?



Minnie's Story

Person Centred
Approach



Use of Reminiscence Arts

- Reminiscence as Narrative
- Reminiscence as Sensory
- Reminiscence as Movement



Current Projects

- Creative Caring
- RADIQL
- Inter-generational Arts
- Our Centre



Evaluation – Qualitative

- Group Reminiscence Arts sessions significantly improved the quality of life of people living with dementia in the first 50 minutes
- Attending a Group Reminiscence Arts session steadily and significantly improves the quality of life of people living with dementia week-on-week over a 24 week period.
- Engaging in Reminiscence Arts has the potential to enhance care home residents' lives by improving their connection to both the place they currently live and to spaces of memory and imagination.

Evaluation – Quantitative

- 42% - Evidence from research shows that reminiscence arts intervention produces a 42% increase in the well-being of those that received the intervention (Dr. Daniel Fujiwara, Simetrica 2015)

Review

1. Acknowledgements and thanks
2. Feedback Forms
3. Further Information on °CLOA

Thanks to Freedom Leisure for
hosting the event



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Keeping in touch with cCLOA

- Join and benefit from information and networking
- Visit our website - www.cloa.org.uk
- Follow us on Twitter @cCLOAssociation
- Join the debate on LinkedIn™
- Subscribe to the blog



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Buffet Lunch / Networking

Until 14:00



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