

NEWCASTLE-UNDER-LYME BOROUGH COUNCIL
EXECUTIVE MANAGEMENT TEAM'S REPORT TO THE
CABINET

Date 26TH September 2017

1. **REPORT TITLE** **Dementia Friendly Swimming**
- Submitted by:** **Scrutiny Officer, Jayne Briscoe**
- Portfolio:** **Leisure and Culture**
- Ward(s) affected:** **All**

Purpose of the Report

The purpose of this report is to support the recommendation of the joint Health and Wellbeing and Active and Cohesive Communities Scrutiny Committees that the Council should sign up to the Amateur Swimming Association's dementia friendly swimming project to create a safe and friendly swimming environment for people with dementia.

Recommendations

1. **To approve the development of an appropriate action plan to implement Dementia Friendly Swimming at Jubilee2, within existing resources and in partnership with appropriate local partners.**
2. **That the Council signs up to the Amateur Swimming Association's dementia friendly swimming project to create a safe and friendly swimming environment for people with dementia.**

Reasons

The number of people living with dementia is set to increase significantly, as will the number of people supporting them. Swimming is particularly beneficial for people living with dementia as the sensation of being in the water can provide a calming and soothing effect. It offers a sense of mental wellbeing and relaxes and supports the body in a relatively weightless environment which reduces anxiety. Swimming sessions can also help to reduce loneliness by creating opportunities to socialise.

1. **Background**

- 1.1 The joint scrutiny committees have considered information from the Amateur Swimming Association on the pilots for the Dementia Friendly Swimming Project that was supported by the Department for Health. The project has been developed to enhance the swimming experience of those living with dementia and their carers, by working with local partners and aiming to create a network of over 100 dementia friendly swimming pools that are safe and welcoming by improving facilities and removing barriers to participation.
- 1.2 Manchester and Durham piloted the project in year 1 (2015). The learning from these pilots has demonstrated that the sessions are inexpensive to introduce and are highly valued by participants. Becoming Dementia Friendly is about making small changes that have a big impact such as:
 - Providing staff with dementia awareness training

- Looking at the facility environment to see if anything can be improved such as signage to help with navigation.
- Providing an allocated lane for extra support, swim aids to improve confidence, facility tours to help with familiarisation.

1.3 A second meeting of the joint scrutiny committees received information on living with dementia from the Chief Executive of Approach, who pledged their support for the project and a draft action plan prepared by officers.

1.4 The Borough Council is an active member of the Staffordshire & Stoke-on-Trent Dementia Action Alliance (DAA) and has an approved Action Plan to become a Dementia Friendly organisation. This project supports and complements this overarching Action Plan.

2. **Issues**

2.1 The Council would be the lead agency for the project, but requires the support of key partners to successfully deliver the project. Elected Member representatives from both scrutiny committees have agreed to oversee the work of the proposed multi-agency steering group, if the recommendations in this report are approved.

3. **Proposal**

3.1 To support the recommendation of the joint Health and Wellbeing and Active and Cohesive Communities Scrutiny Committees that the Council should sign up to the Amateur Swimming Association's dementia friendly swimming project to create a safe and friendly swimming environment for people with dementia.

4. **Reasons for Preferred Solution**

4.1 The number of people living with dementia is set to increase significantly, as will the number of people supporting them. Swimming is particularly beneficial for people living with dementia as the sensation of being in the water can provide a calming and soothing effect. It offers a sense of mental wellbeing and relaxes and supports the body in a relatively weightless environment which reduces anxiety. Swimming sessions can also help to reduce loneliness by creating opportunities to socialise.

5. **Links to Sustainable Community Strategy and Corporate Priorities**

5.1 There is a clear strategy for partnership working and a growing understanding and recognition in the borough that there is robust evidence that sport and active lifestyles has a significant part to play in addressing wider social determinants of health and wellbeing.

6. **Legal and Statutory Implications**

6.1 The Council has powers, under the Local Government Act 2000, to improve the social, economic and environmental well-being of the Borough's residents.

7. **Equality Impact Assessment**

7.1 Delivering services (such as Dementia Friendly Swimming) demonstrates the Council's due regard to the Equalities Act 2010 as the Council can demonstrate that it:

- Ensures services are accessible and designed to meet the diverse needs of local communities.

- Assesses the impact of services, policies and activities on specific communities.
- Understands the make-up and needs of local communities.
- Ensures staff and Councillors respect, value and support the development of strong and cohesive communities.

8. **Financial and Resource Implications**

8.1 The project is being developed at a time of limited financial resources and forms part of our response to encourage excellence, whilst being driven by the need for austerity. The Action Plan will be developed within existing resources.

9. **Major Risks**

9.1 The approach seeks to manage the risks for all stakeholders and funders, in relation to their ability to respond to the challenge.

10. **Key Decision Information**

10.1 This proposal affects all wards.

11. **Earlier Cabinet Resolutions**

11.1 None

12. **List of Appendices**

12.1 None.

13. **Background Papers**

13.1 None.

14. **Management Sign-Off**

Each of the designated boxes need to be signed off and dated before going to Executive Director/Corporate Service Manager for sign off.

	Signed	Dated
Financial Implications Discussed and Agreed		
Risk Implications Discussed and Agreed		
Legal Implications Discussed and Agreed		
Equalities Implications Discussed and Agreed		

H.R. Implications Discussed and Agreed		
ICT Implications Discussed and Agreed		
Report Agreed by: Executive Director/ Head of Service		