

**DAA**

Staffordshire & Stoke-on-Trent  
Dementia Action Alliance



**MEMBER UPDATES – QUARTER 2 – TO BE REPORTED MARCH 2018  
COVERING: DECEMBER 2017 / JANUARY 2018 / FEBRUARY 2018**

**CONTACT NAME:** Robin Wiles    **NAME OF ORGANISATION:** Newcastle-u-Lyme Borough Council

*Please complete this form by adding the progress that your organisation has made in the last quarter against each of the priority areas agreed below, and email a completed version back to Claire Reader – [claire.reader@stoke.gov.uk](mailto:claire.reader@stoke.gov.uk) :*

**ARTS, CULTURE, LEISURE ORGANISATIONS AND RECREATION**

*(e.g. Theatres, Cinemas, Museums, Art Galleries, Libraries, Football Clubs, Golf Clubs, Rugby Clubs, Leisure Centres, Garden Centres, and any other leisure activity)*

Weekly Dementia Friendly swimming sessions being provided at Jubilee 2, in partnership with Approach and the Amateur Swimming Association.

RNW has delivered 3 Dementia Awareness sessions to 15 staff at Newcastle Library and is due to deliver a session to staff and volunteers at the Borough Museum.

**BUSINESSES AND SHOPS**

*(e.g. Shops, Banks, Supermarkets, Markets, Post Offices, Dementia Friendly High Streets / Villages)*

**CHILDREN, YOUNG PEOPLE AND STUDENTS***(e.g. Schools [Primary and Secondary], Sixth Form Colleges, Colleges, Universities)***HEALTH AND SOCIAL CARE***(e.g. GP Surgeries, Hospital Settings, Pharmacies, Dental Practices, Clinical Commissioning Group, Stoke City Council)***COMMUNITY, VOLUNTARY, FAITH GROUPS AND ORGANISATIONS***(e.g. Parish Councils, voluntary organisations, voluntary groups, churches, BME communities)*

RNW is supporting Dementia Friendly Community projects in Audley (approved), Loggerheads (just started) and Wolstanton (approval awaited). DFC projects also in Madeley, Kidsgrove & Talke.

Statistics for 2017 show:-

<b>Postcode</b>	<b>Area</b>	<b>Sessions completed</b>	<b>Friends reported</b>	<b>Digital Friends</b>	<b>DFs by orgs</b>	<b>Converted Champions</b>
ST5	Newcastle	114	1512	481	47	16
ST7	Audley/Kidsgrove	48	528	312	14	9
CW3	Madeley	15	84	36	N/A	2
TF9	Loggerheads	22	293	134	4	4
<b>TOTAL</b>		<b>232</b>	<b>2970</b>	<b>1254</b>		<b>42</b>

## **FIRE AND POLICE**

(e.g. Fire Service, Police Authority, Special/Community Police)

## **HOUSING**

(e.g. Sheltered Accommodation, Extra Care Facilities, Housing Sector organisations)

- A number of Aspire Housing staff are accredited to deliver Dementia Awareness sessions.
- The Newcastle Belong Village is due to open on Monday 9<sup>th</sup> April 2018.

## **TRANSPORT**

(e.g. Taxi Services, Bus Services, railways stations, Civil Enforcement Team)

## **LOCAL AUTHORITIES / PUBLIC SECTOR**

(e.g. local authorities across the geographical DAA area, other public sector organisations not referred to elsewhere in the action plan, private sector and VCSE organisations contracted by local authorities and other public sector organisations)

- *(Weekly Dementia Friendly swimming sessions being provided at Jubilee 2, in partnership with Approach and the Amateur Swimming Association – see also Section 1).*
- Dementia Awareness sessions to be provided as part of the Council's Corporate Induction.
- Assessment of Council buildings on hold until (delayed) move to Castle House.
- A directory of Dementia services to be produced.

## **INVOLVEMENT OF PEOPLE LIVING WITH DEMENTIA AND CARERS**

- Two people living with dementia are members of the Staffordshire & Stoke-on-Trent DAA, one of whom has a blog – please see <https://fizzyhammers.com/>

**MEDIA**

**(e.g. Local Press, Local Radio Stations, BBC Midlands Today, Central News, Local Authority Media and Communications Teams)**