



Merton Dementia Action Alliance

ANNUAL REPORT 2018 - 19

Daniel Butler, Patrick Gray, Rosa Treadwell, Ryan Johnson

ALZHEIMER'S SOCIETY - MERTON DEMENTIA HUB | 67 WHITFORD GARDENS, MITCHAM, CR4 4AA

Foreword

Dr Dagmar Zeuner, Director of Merton Public Health, Merton Dementia Action Alliance Chair

Welcome to our second Annual Report of Merton's Dementia Action Alliance (DAA). The Alliance is made up of organisations all taking action on dementia, with our overall goal to make Merton a place where people with dementia, their families and carers are supported to live as independently as possible, for as long as possible. We want Merton to be a place where awareness of dementia is widespread and people know how their actions, however small, can support fellow residents and build towards making Merton a Dementia Friendly Community (DFC).



Our report reviews work completed during 2018/19 - from targets, such as number of new Dementia Friends (DFs), to updates and case studies on projects undertaken by DAA members. One element that is a real strength of our Alliance, is the power of collaboration between our members. The report provides a number of examples of this, such as the work between AFC Wimbledon, the national charity 'Sporting Memories' and the Alzheimer's Society, all working together to deliver the 'Sporting Memories' project (p 7).

Key to Merton's Dementia Action Alliance is ensuring the voice of people affected by dementia is heard. The DAA prioritisation work carried out as part of the co-production panels (p 14), has informed this year's work and will continue to steer our 2019/20 work programme. We will also look to consult again towards the end of 2019/20 to direct future priorities. Our 'You said, we did' section (p 14) also gives practical examples of how the DAA has listened and effected change.

Our report finally proposes targets and projects for 2019/20. Some targets continue goals from last year including increasing membership from BAME and faith communities as well as other projects we have wanted to focus on for some time such as carers, whose needs are often overlooked.

Finally I wanted to thank all our Alliance members, without your amazing work we would not have progressed so far.

A handwritten signature in black ink, appearing to read 'Dagmar Zeuner'.

Dr Dagmar Zeuner

Sultan, Merton resident living with dementia in Merton

I was a salesman. I started selling clothes on Oxford Street and I used to travel all the time. I had a heart bypass which slowed me down - for a while. I have a bit of dementia now which also slows me down. I was diagnosed a while ago – I can't quite remember how long... but it's not my job to remember things anymore! It's mostly forgetfulness. My mother had dementia, none of my brothers and sisters had it though so I don't know if it's hereditary. I don't know why I have it - it could be lifestyle, something we acquire, could be any number of reasons.

It's alright when it's my friends and neighbours and family who know me, but when I speak to a stranger and you're having a conversation and suddenly you're lost for words or you can't remember a date, you have to think really hard to picture something in your mind, you feel a little bit embarrassed. When I say I have this problem they understand it but I find it pretty uncomfortable. When I first mention to people about my dementia they say sorry and then we have a little laugh and then go back to being normal friends.

If I go to a café or pub where they know me, because they are aware of it, they don't take much notice. They accommodate me, just talk about something from the newspaper and they take me as a normal person. I think education is important for people to understand what is happening to us. I go to the café, to the store, go and buy clothes. I love old films, Elvis Presley, Dean Martin, Hedy Lamarr, Victor Mature. I'm not going to let [dementia] stop me going about my business.

I like it at the hub. We've been coming to the hub for a few months. I visit once a week and I'd like to come more. We learn lots, they are good teachers. The people here motivate us, my wife and I look forward to visiting. They helped us, give us lots of books to read and are always really good to us.

Peter, Carer for his wife Sandra

Awareness of the challenges of dementia is crucial. The more people who understand dementia the better. When people realise my wife has dementia they are mostly very understanding.

Being a carer is all-consuming, it's a 24 hour job. It can be difficult going out in public but it's vital to get out so you're not looking at four walls all the time. The services we receive make such a difference – we visit the hub almost every day because it's such a relaxing atmosphere, its own form of respite. As well as feeling welcome, it's good to spend time with people who are going through the same thing you are.

The services on offer at the hub are amazing. People say to us, "You'd not know the difference if you didn't have it..." but we do have it and it does make a difference.

Acknowledgments

Thank you to all 103 members of Merton's DAA who are making the London Borough of Merton a more dementia friendly place to live and work. We are only able to achieve our goal of making Merton a Dementia Friendly Community through the hard work and dedication of our members.

- AFC Wimbledon
- Age UK Merton
- Alexandra Surgery
- Alexandra Surgery PPG
- Allied Healthcare Group (Merton)
- Alzheimer's Society - Merton Dementia Hub
- Am2Pm Quality Care Limited
- AmicusHorizon Ltd.
- Association of Directors of Adult Social Services
- Attic Theatre Company
- BAME VOICE
- Bishopsford Road Medical Centre
- Boots Morden
- British Heart Foundation Mitcham
- Cancer Research - Wimbledon
- Care UK
- caremark Merton
- Carers Support Merton
- Central and Cecil, Merton
- Central Medical Centre
- Chique Pets Grooming Parlour
- Circle Housing
- Claire Edwards Eldercare Consultant
- Colliers Wood Surgery
- Commonsides Community Development Trust
- Cranston Pharmacy
- Cricket Green Medical Practice
- Cricket Green SEN school
- Curzon Cinema Wimbledon
- D Parry Pharmacy - Wimbledon
- Ecklee Grill
- Ecklee Supermarket
- Ethnic Minority Centre (EMC)
- Every Home Matters
- For Brian CIC
- Francis Grove Surgery
- Francis Grove Surgery PPG
- Greenwich Leisure Limited (GLL) Wimbledon
- Griffiths Pharmacy
- Hallmark Care Homes, Kew House, Wimbledon
- Healthwatch Merton
- Home Instead Senior Care Wimbledon and Kingston
- Iceland - Mitcham
- Kingston Hospital NHS Trust
- Lambton Road Medical Practice
- Lantern Coffee House
- Lavender Fields Surgery
- LiveWell
- London Borough of Merton - Library, Heritage and Adult Education Service
- London Borough of Merton - The Canons House & Landscape 'Parks for People' Project
- London Borough of Merton Communications department
- London Borough of Merton Corporate Services

- London Borough of Merton
Electoral services department
- London Borough of Merton
Environment and Regeneration
Department
- London Borough of Merton
Parking Services
- London Borough of Merton
Waste Management
Department
- London Fire Brigade - Merton
- Love Wimbledon BID
- Marks & Spencer - Collier's
Wood
- Merton Adult Learning
- Merton Community Transport
- Merton Falls Prevention
Service
- Merton Greenspaces
- Merton Means Business
(Merton Chamber of
Commerce/Merton Voluntary
Service Council)
- MERTON SENIORS FORUM
- Merton Sutton & Wandsworth
Local Pharmaceutical
Committee
- MertonVision
- Metro Bank Wimbledon
- Metropolitan Police, Merton
- Mitcham Library
- Mitcham Library
- Mitcham Town Community
Trust / Shine Merton
- Morden Hall Medical Centre
- Morden Library
- Morrisons - Mitcham
- Morrisons Supermarket -
Wimbledon
- Nationwide Building Society
Morden
- Nationwide Building Society
Wimbledon
- NHS Merton Clinical
Commissioning Group
- NHS Property Services
- One You Merton
- Oomph! Wellness
- Peabody
- Public Health Team - Merton
Council
- Ravensbury Park Medical
Centre
- Right at Home Mitcham,
Streatham & Dulwich
- Rightsize Ltd
- Roots2Grow
- Sainsbury's Local - Raynes Park
- Santander - Wimbledon
Financial Centre
- Sima Brothers Ltd.
- Skills For Care SW London
- St George's Healthcare NHS
Trust
- Stonecot Surgery
- Superdrug Pharmacy -
Wimbledon
- Tamworth House Medical
Practice
- The Rowans Surgery
- The Wimbledon Guild of Social
Welfare
- Tuesday Rendezvous
- TWM Solicitors LLP
- Waitrose - Raynes Park
- West Indian Families and
Friends Association Ltd.
- Wideway Medical Centre
- Wimbledon Civic Theatre Trust

Contents

Foreword.....	1
Acknowledgments	3
Introduction.....	3
Purpose	3
Key Facts	3
What have we achieved?.....	4
Merton facts and figures;.....	4
Dementia Friends and Champions;.....	6
Official Dementia Friendly Status	6
The Power of the Network.....	6
Case Study – Sporting Memories	7
Network Meetings	9
A Review of Merton’s DAA - April 2018/ March 2019	10
2018/19 Our Priorities in Review	10
2018/19 – a Review of Key Projects.....	10
Primary Care.....	10
Intergenerational Projects	11
Carers - ensuring issues important to carers are addressed and embedded in DAA work activity during the year.....	11
Merton Council - Council Teams and commissioned services are signed up to the Alliance: continue progress to get Council teams signed up to the MDAA.....	12
Business.....	12
User Involvement	12
‘Hear Our Voice’ – The importance of putting people with dementia in the picture	12
Co-production Panels at the Merton Dementia Hub.....	13
How we responded to the voice of people affected by dementia	14
GP Practices	14
Banks.....	15
Cinemas and Theatres.....	15
Young People	16
Celebrating success of our members (2018/19) – Case Studies.....	16
Clarion Housing/Roots 2 Grow (R2G) Creative Maths pilot.....	17
Bridging the Gap – Wimbledon Community Theatre Trust	17

London Fire Brigade (LFB) Merton	19
Merton Council	Error! Bookmark not defined.
GP Surgeries – Francis Grove Surgery	20
Proposed Priorities for 2019/20	22
In 2019/20 we propose our key priorities to be:	22
Innovative Work Projects going ahead in 2019/20	23
Conclusion.....	24
Glossary.....	25

Introduction

Purpose

- 1.1 This report aims to update Merton's Dementia Action Alliance (MDAA) members and wider stakeholders on the progress made during 2018/19 towards our goal of making Merton a DMC. It also highlights the achievements of our members during the past year.
- 1.2 The annual report provides us with an opportunity to reflect on our objectives outlined in our 2017/18 report, to measure our advancements and to set goals for the upcoming year (2019/20).
- 1.3 Our principles of continually challenging assumptions, reframing how we look at dementia, collaboration between members and reinforcing the view that through our actions, we can support people to live well with dementia - are themes throughout this document and our work in creating Merton into a DFC.

Key Facts

- 1.4 Last year's (2017/18) annual report contained a number of key facts around dementia, to provide context to our work. This year our Annual Report evidence section is shorter and focuses on key evidence relevant to this and next years proposed priorities.
 - In the UK, one person develops dementia every three minutes.¹
 - There will be an estimated seven fold increase in dementia within BAME communities over the next 30 years compared with a two fold increase in the White British population.²
 - A 2014 report calculates there are 700,000 informal carers for the 850,000 people with dementia in the UK.³
 - Only 32% of carers recorded as having as much social contact as they would like. 63.5% say they have had no or not enough support. 36% of carers spend over 100 hours per week caring for a person with dementia.⁴

¹ Matthews, F.E et al 2016

² Public Health England 2019

³ Dementia Statistics Hub(<https://www.dementiastatistics.org/statistics/numbers-of-people-in-the-uk/>)

⁴ Personal Social Services Survey of Adult Carers in England, 2016-17; NHS Digital

- 52% of the population knows someone who has been diagnosed with dementia.⁵
- Only 51% of the public recognise that dementia can cause death, despite Alzheimer's disease and other dementias now being the leading cause of death in the UK, accounting for more than 12% of all deaths recorded.
- A number of national high profile projects over 2017/18 such as the television programme 'Old Peoples Home for 4 Year Olds' highlight the benefits of intergenerational contact for people living with dementia. At the start of the study, most residents were assessed as depressed (two severely) however, by the end of the experiment none were assessed as depressed. 80% of the care home residents also reported an increase in physical function.

What have we achieved?

1.5 Merton facts and figures;

- At the end of March 2019, 22 new organisations joined Merton's DAA creating a total of 103 members.
- Despite fewer sign ups than previous years (45 in 2016/17, 36 in 2017/18), members have committed to 290 separate actions to date, a 29% increase (66) on the previous year.
- Additionally, a focus of 2018/19 was consolidation and the need for engaging with existing members, ensuring ongoing commitment to pledges.

⁵ Alzheimer's society research: <https://www.dementiastatistics.org/attitudes/>

- 1.6 The map below shows the distribution of MDAA members (those located outside the Borough but providing services for Merton residents are not shown):

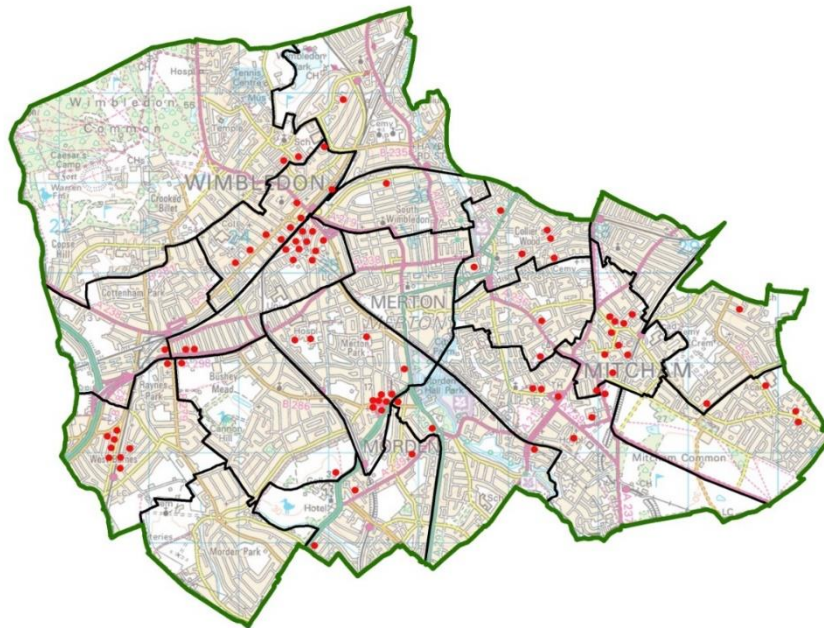


Figure 1: Map showing location of MDAA members

- 1.7 The following pie chart depicts DAA members' sector categorisation, showing the largest portion attributed to shops and other commercial enterprises followed closely by charity and third sector organisations. Two of the largest areas of success, retail/commercial and GP Practices, are a result of the consultations with those living with dementia who said a focus on these areas would be most beneficial to their lives.

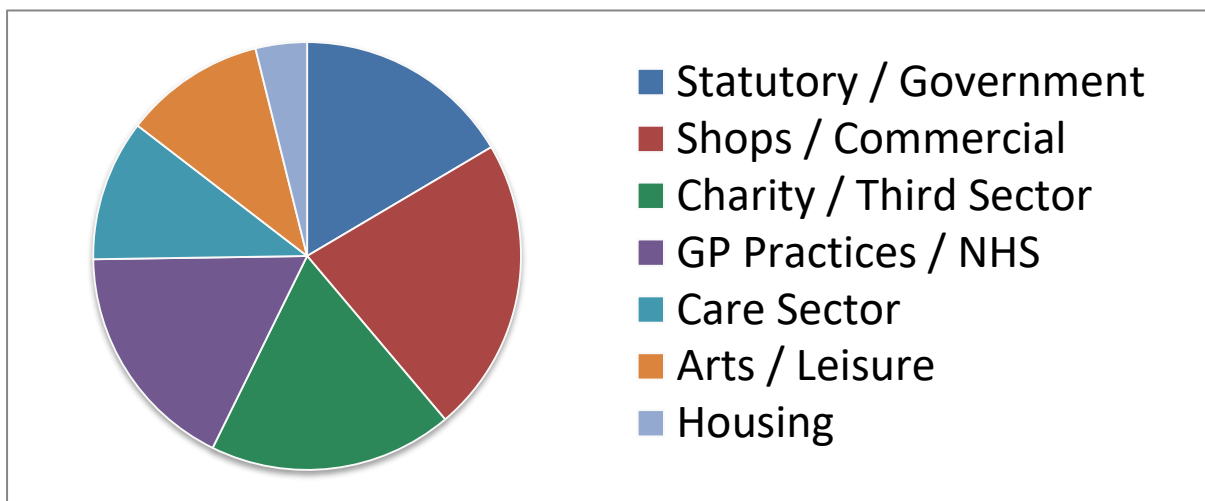


Figure 2: Total MDAA member domains as of March 2019

1.8 Dementia Friends and Champions;

1.8.1 Dementia Friends Information Sessions are vital for organisations and individuals committing to becoming more Dementia Friendly.

1.8.2 Over the previous year (April 18-end of March 19) 1,085 new DFs were created in the borough, a marginal decrease on last year's figure of 1,310 (Figure 3) – however, this remains a significant number of new DFs.

1.8.3 None of this would be possible without the 43 resident Dementia Friends Champions in the borough (16% increase from the previous year), leading the 92 DF sessions held in Merton (2018/19). That's an average of one session every four days!

1.8.4 We now have over 7,000 dementia friends in the Borough.

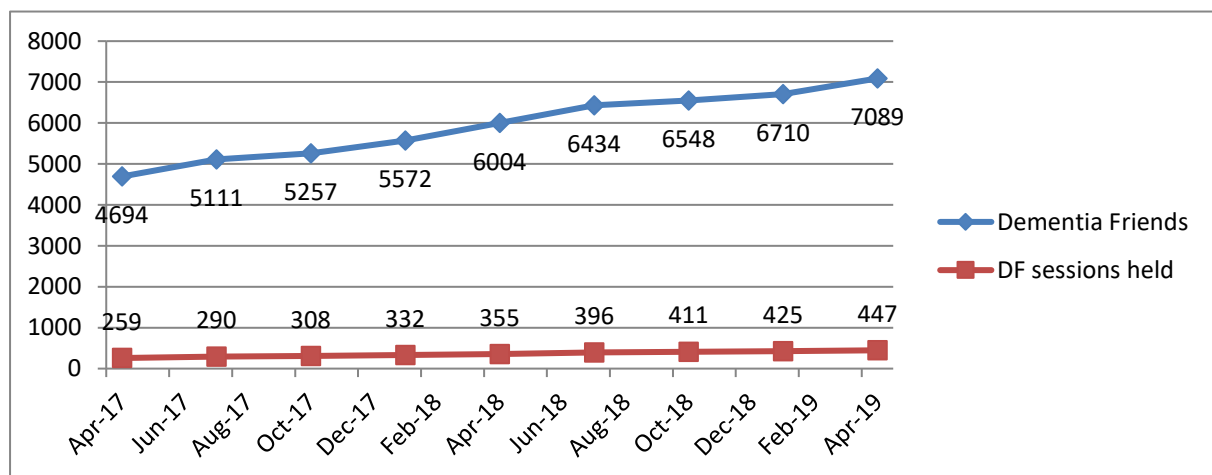


Figure 3: Total number of DFs created, and total number of DF information sessions held in Merton

1.9 Official Dementia Friendly Status

1.9.1 In recognition of MDAA's work to date, Merton was awarded the official 'Working towards Dementia Friendly' status by the national Alzheimer's Society in May 2018. Updated every six months, this status recognises the efforts of those organisations but also acknowledges the work to achieve a Dementia Friendly Community is never over.

1.10 The Power of the Network

1.10.1 Success of the Alliance lies predominantly in the collaboration and enthusiasm of our members. A cross-sectoral partnership underpins much of the project work undertaken in the borough and is essential in creating a resilient network of

organisations with a shared focus. A balance of statutory sector organisations, businesses and charities is evident with more detail provided in the pie chart in Figure 2.

1.11 Case Study – Sporting Memories

1.11.1 The majority of our case studies can be found in the later section ‘Celebrating success of our members (2018/19) – Case Studies’ (p 17), but the project below demonstrates our networking approach.

1.11.2 AFC Wimbledon, the national charity Sporting Memories and Merton Alzheimer’s Society have worked together to develop a sporting memories project.

1.11.3 Initial contact with The AFC Wimbledon Dons Trust by the Dementia Friendly Communities Co-ordinator led to a monthly collaborative event hosted by Merton’s Dementia Hub. Delivered by the Sporting Memories Foundation and the AFC Wimbledon Dons Trust, these sessions promote wellbeing through reminiscence and physical activity for people living with dementia and carers. Each session involves conversation around a sporting theme, an entertaining quiz and the inclusion of physical activity, usually a competitive game of Boccia (a game similar to bowls, pictured below).

1.11.4 In October 2018, the group were invited for a guided tour of the AFC Wimbledon stadium, including the changing rooms, the pitch and boardroom, a particular highlight for regular attendees which included a number of dedicated Wimbledon fans.

1.11.5 Outcomes from this activity have included:

- **A benefit to mental wellbeing.** The sessions are designed to stimulate conversation through reminiscence over photos and memorabilia, the light-hearted quiz includes questions a variety of themes such as on music, films and television as well as sport.
- **A benefit to physical wellbeing.** The games are inclusive – Boccia can be played seated or standing and the balls are light and easy to hold. Any increase in physical activity for older adults is beneficial – latest UK government figures (January 2019) report 52% of people over the age of 75 and almost a third in the 65-74 age group, were classed as ‘physically inactive’.

- **A benefit to social wellbeing.** One regular attendee reported they only left the house once or twice a week, commented, *“Sporting Memories group is the highlight of my month... even though I don’t really like sport it’s a great get-together.”*
- **A benefit for carers.** People Living with Dementia (PLWD) and carers take part in the group together. Comments from carers include:
 - *“I had no idea my husband remembered so many facts about sport – when he’s doing the quiz he comes alive.”*
 - *“It’s a real bonding experience for me and my dad – love of football is something we’ve always shared.”*

1.11.6 Photos of ‘Sporting Memories’



Figure 6: Enjoying 'Sporting Memories' activities at the Merton Dementia Hub



Figure 5: A game of Boccia in the sun



Figure 4: In October 2018, the group were invited for a guided tour of the AFC Wimbledon stadium, including the changing rooms, the pitch and boardroom

1.12 Network Meetings

1.12.1 In 2018/19 the DAA made a decision to meet tri-annually (instead of quarterly) interspersed with newsletters to keep members updated. The rationale for this decision was to focus on recruiting new organisations to join the DAA and supporting current members.

1.12.2 There have been three meetings in the past year – each with a different theme.

- **16th July 2018, Colliers Wood Library – Annual General Meeting (AGM): Celebrating Success** - At the last AGM, Merton announced its DMC status. Speakers included Stephen Alambritis, leader of Merton Council, Councillor Tobin Byers, cabinet member for adult social care and health and Linda O’Sullivan, Alzheimer’s Society head of region. Celebrating the achievements of the network, there were presentations from GLL (Greenwich Leisure Limited), Merton Libraries, Beatrice Allegranti and Central Road Medical Practice.
- **27th November 2018, Mitcham Fire Station – Theme: Housing, accommodations, support to stay at home and the built environment** - Presentations by Home Instead Senior Care, Age UK, Alzheimer’s Society and Merton Adult Social Care on themes such as Dementia Friendly housing, extra care housing, living well in later life and retaining independence at home.
- **27th March 2019, Curzon Cinema, Wimbledon – Theme: Challenging Assumptions** – The main focus of the meeting was the arts and subjects included Dementia Friendly film screenings, an upcoming art exhibition and film festival and the ‘Living Memory’ intergenerational drama project run by Wimbledon Theatre Trust.

A Review of Merton's DAA - April 2018/ March 2019

2018/19 Our Priorities in Review

2.1.1 This section outlines the 2018/19 priorities set and the progress made:

- **“Consolidation of current DAA members to help them achieve their actions and develop new ones”** - Over the past year the DFC Co-ordinator has conducted meetings or telephone conversations with members to support their pledged actions and updated them. Alzheimer’s Society has expanded their suite of resources supporting organisations from numerous sectors to become more Dementia Friendly. ✓
- **“Listening to the voices of people with dementia and their carers”**. An ongoing dialogue with a variety of people affected by dementia has occurred throughout the year (p 14). ✓
- **“Increasing membership: an additional 20 organisations/teams join the Alliance”**. The addition of 20 new members has been superseded, with 22 members joining between April 2018 and the end of March 2019. ✓
- **“Increasing representation of BAME organisations and faith groups in MDAA”**. This priority continues to progress – although very few BAME or faith organisations have signed up to MDAA, conversations to involve a number in the upcoming year 2019-20 are underway. A key priority for the Dementia Friendly Communities Co-ordinator is to facilitate DF Information Sessions for community groups throughout the borough. We will ensure this action continues into 2019/20. ✓
- **Continue to create DFs with a year on year increase in numbers, target of 1000 new Dementia Friends”**. This was achieved – see *Figure 3*. ✓

2018/19 – a Review of Key Projects

2.1 In 2018/19 we also identified a number of key projects to take forward:

2.1.2 Primary Care ✓

- All Merton Practice Managers have been contacted by a Dementia Friendly Communities Coordinator as part of an effort to build strong relationships and encourage the development of action plans.

- Almost all GP surgeries have joined the Merton Dementia Action Alliance, or have agreed to join at a later date.
- The majority of Merton GP surgeries have received DFs Information Sessions for patient facing non-clinical staff, such as receptionists. The rollout continues with a view to ensure all surgeries in Merton have received DFs training.
- Local Practice Managers are kept in regular contact and sent updates pertaining to available local services for PLWD and carers, which are then circulated to GPs.
- The average number of actions chosen by surgeries has increased from 3 actions per surgery to 5.5 as more members have joined.

2.1.3 Intergenerational Projects ✓

- The Wimbledon Community Theatre Trust's (WCTT) 'Living Memory' project was a resounding success which continues to build on the relationships between young actors and older residents in the community.
- Engagement has begun with high schools including Ricards Lodge, Ursuline High School and Cricket Green School. Plans are currently underway to roll out dementia awareness sessions across to primary and high schools during 2019/20, with a long term ambition of reaching all schools in the borough.

2.1.4 Ensuring issues important to carers are addressed and embedded in DAA work activity during the year ✓

- Community Dementia services in Merton now include a number of new education programmes for carers including CRISP 2 (for carers of those more advanced in their dementia journey) and Strategies for Relatives. This programme was evaluated by University College London and decreased depression and anxiety experienced by carers was found in comparison to a control group.
- Co-production panels held at the Dementia Hub continue to ensure the voice of carers is heard.
- Work continues ensuring the needs of carers are taken into account highlighted as the next MDAA theme on 27th November 2019.
- A substantial piece of work, the Carers Strategy, will continue our dedication to this theme throughout 2019/20.

2.1.5 Merton Council Teams and commissioned services to join MDAA ✓

- Electoral services, regeneration, adult learning and parking joined MDAA in the past year. Actions succeeding sign up includes close working with parking services following a change in legislation allowing PLWD to obtain a blue badge disabled parking permit.
- Environment and Regeneration – DFs sessions were held as part of the department’s away-day.

2.1.6 Businesses ✓

- Following the success of Motspur Park High Street Blitz, another targeted approach to Wimbledon High Street is booked for September 2019 to create a large number of dementia friendly shops and businesses in the area.

User Involvement

2.2.1 Our 2017/18 priority of listening to the voice of people affected by dementia (those living with and their carers) to steer the Alliance and its actions remains an important focus for 2019/20.

2.2.2 Regular networking between members and the dissemination of information across the network to publicise initiatives, events and share best practice has been key sharing the ethos that PLWD are at the centre of all we do.

2.2.3 ‘Hear Our Voice’ – The importance of putting people with dementia in the picture

- Involving PLWD is vitally important in shaping the Alliance’s ongoing day to day engagements and 2019/20 priorities.
- We strive to continually represent the voice of PLWD and families, raising issues that matter to them. This was highlighted earlier this year when a journalist from The Times spent two days filming the work of MDAA interviewing PLWD and their views. Fred Turner and Gladys Bridge were stars of the film which aired on The Times’ social media channels in January 2019 and has now been viewed over 500,000 times. Enjoying being involved in the production so much, both Fred and Agnes have since become ambassadors for Alzheimer’s Society. Gladys has become a face of 2019 Dementia Action Week’s publicity campaign ‘Ask Us Anything’ and starred in a social media advertisement shown in over 450 cinemas nationwide.

- Similarly, in 2018, a group of Merton carers were consulted prior to Alzheimer’s Society’s new guide, ‘Caring for a person with dementia’. The guide was launched in March 2019 with a special event for those involved in the process.



Figure 7: Alzheimer's Society launches the 'Caring for a Person With Dementia' Guide

2.2.4 Co-production Panels at the Merton Dementia Hub

- Another way PLWD are central to steering the progressive projects undertaken in Merton, is the involvement in bi-monthly co-production panels at Merton’s Dementia Hub.
- Comprised of two panels, a group of people with dementia and a group of carers, were asked separately to rank by importance areas they believed should be a priority for recruiting to the Alliance in the 2018/19.
- The results interestingly, differed for both groups and can be seen in the table below. Places of leisure featured more dominantly for PLWD and places hosting services were ranked of higher importance to carers. The results were then amalgamated and formed the final column.

	People Living with Dementia	Carers	Accumulated
1	Cinemas/Theatres	Supermarkets	GP Practices
2	GP Practices	Banks	Banks
3	Museums/Heritage	Emergency Services	Cinemas/Theatres

4	Parks	Young People	Supermarkets
5	Leisure Centres	Carers' Groups	Young People
6	Banks	GP Practices	Parks
7	Transport	Leisure Centres	Leisure Centres
8	Council Departments	Cinemas/Theatres	Carers' Groups
9	Supermarkets	Transport	Emergency Services
10	Carers' Groups	Council Departments	Museums/Heritage

- Important in achieving a strong ethos of communication and collaboration underpinning the Alliance's 2018/19 focus, key groups including GP practices, banks, cinema/arts spaces and supermarkets emerged.

How we responded to the voice of people affected by dementia

The section below provides further details on how Merton DAA and its partners have responded to the voice of people affected by dementia.

2.3 GP Practices

You said:

- *We need double appointments – “ten minutes is not enough time.”*
- *Booking an appointment can be difficult using automated systems*
- *Improved waiting room accessibility – seating arrangements in waiting rooms need to be arranged to ensure line of sight to the reception desk enabling better communication in addition to consideration of the waiting room location in respect of the consultation room.*

We did:

- *Following the co-production panel, the vast majority of Merton's GP practices are now signed up as active MDAA members, each pledging an average of 6 actions each.*
- *Remaining surgeries are in regular contact with the Merton Dementia Hub despite not being members, and all receive regular communications on local services and support for patients and carers.*
- *Upon signing up, all practices are given guidance and practical assistance by the Alzheimer's Society to provide best practice examples wherever possible. These include flagging patients with dementia on the computer system to ensure special care and consideration is taken when making contact or arranging appointments. These alerts also mean phone numbers associated with PLWD or carers skip the automated phone system and go straight through to*

receptionists. Many surgeries also use reminder calls to ensure appointments are not missed.

- *In partnership with Alzheimer's Society, one surgery has been organising a yearly 'Dementia Screening Day', where all members of the surgery in risk groups are invited in for testing. Last July, over 70 memory tests were carried out on the day and many referrals passed on to Dementia Support Workers from the Hub, who were also present.*
- *Practices are encouraged to make use of published resources such as the 'Dementia Friendly Environment Checklist' to assess patient areas and facilitate change where possible.*
- *Strong relationships between surgeries and the Merton Dementia Hub ensure a smooth care pathway for PLWD and carers.*
- *All non-clinical GP staff in Merton, such as receptionists and other patient-facing staff, will be DFs. Many surgeries have already had sessions but the rollout continues.*
- *With regards to double appointments, this area remains a difficult issue. In the latest co-production panel, many expressed that they still found it difficult getting appointments for suitable times.*

2.4 Banks

You said:

- *An issue carers raised was the lack of available staff proactively asking customers if they needed assistance or watching the cash machines, raising security concerns that vulnerable adults could be easily targeted or distracted. One carer described how PLWD didn't have the confidence to ask for assistance and could become anxious or withdrawn in these situations.*

We did:

- *Six banks are now active members of MDAA including a variety of branches, Santander, Metro Bank and Nationwide. A drive to hold more DF sessions for bank staff is underway.*
- *Alzheimer's Society published a 'Financial Services Guide' in November 2018 and all banks in Merton were sent a copy.*

2.5 Cinemas and Theatres

You said:

- *A panel member said she didn't have the confidence to go to cinema or theatre on her own and would welcome the knowledge the establishment were Dementia Friendly before visiting. Many said that going as a group would make them feel more confident and having a safe space to meet up beforehand would be helpful.*
- *Enough lighting for people to get up and leave the auditorium if they needed to but not too much to become intrusive, was noted as an important factor when visiting the cinema.*

We did:

- *The Curzon Cinema in Wimbledon joined MDAA and is nationally pioneering the introduction of dementia friendly screenings in branch. Currently preparing for weekly Dementia Friendly screenings of popular films in late 2019, DF trained staff, accessibility, signage and low level lighting are considerations being addressed to make screening as practical and immersive as possible. Feedback from the co-production panels has formed the basis of the project planning, as well as informing Alzheimer's Society's new publication, Dementia Friendly Screenings Guide.*
- *The pop-up film festival, FilmMerton, commissioned a season of Dementia Friendly screenings collectively entitled 'Challenging Assumptions', featuring four popular Hollywood films depicting people with dementia as main characters in May 2019. Following screenings at Merton's Dementia Hub and Kew House Care Home are planned for summer 2019.*

2.6 Young People

You said:

- *Children being aware of dementia could help awareness spread amongst family and society as a whole.*
- *Carers wanted more intergenerational projects in the borough after seeing the positive interaction between children and PLWD during a visit from local schoolchildren.*

We did:

- *A special project with young actors from Wimbledon Community Theatre Trust portraying the stories of people living with dementia was a success and a second phase of the project, entitled 'Living Memory', is underway.*
- *Following co-production panel discussions, Merton Dementia Hub and Greenshaw School's flourishing relationship now includes regular fundraising and decorating the hub for special occasions. Recently, a group of pupils performed a creative dance piece to entertain dementia café attendees.*
- *DFs Information sessions for pupils at Ricards Lodge School and Ursuline High School were completed.*
- *A Task and Finish group coordinated with local partners and stakeholders to complete a number of inter-generational projects in the London Borough of Merton during 2019/20 is currently being convened at the time of writing.*

Celebrating success of our members (2018/19) – Case Studies

MDAA's strength lies in the innovation, drive and determination of member organisations to improve their communities for people affected by dementia. Below are some examples of the work done in the year 2018/19.

2.8 Clarion Housing/Roots 2 Grow (R2G) Creative Maths pilot

2.8.1 Sponsored by the UK's largest social housing provider Clarion, a pilot initiative to engage and assist residents living with dementia was pioneered with local company Roots 2 Grow.

2.8.2 The objective of the six, weekly 'Creative Maths' sessions hosted at the Dementia Hub examined whether exercises designed to improve problem solving skills and confidence in children could provide similar results for PLWD. Conducted in a relaxed, social atmosphere the sessions focused collaborative working of participants to solve problems and practical uses of those skills in everyday life. Feedback from participants was extremely positive:

- The R2G maths games cut across all divides and barriers - maths and games are universal like chess and socially inclusive with carers, PLWD and volunteers all trying to solve the same puzzle as equals.
- Frustration is a big part of dementia life. R2G maths problems allow for being frustrated together over a problem and working together to solve it in a safe space.



Figure 8: 'Creative Maths' at the Merton Dementia Hub

2.8.3 Regular attendees saw weekly progression from simple puzzles to more complicated problems from the GCSE syllabus. Following successful results of the pilot, an additional six months of Creative Maths programme have begun at the Merton Dementia Hub. As this initiative is new, no specific data previously existed to support the efficacy of the activity so a detailed study of the longer-term benefits is ongoing. DFs sessions for all Clarion Housing Maintenance and Outreach Staff and sharing information and service referral forms also stemmed from this project.

2.9 Bridging the Gap – Wimbledon Community Theatre Trust

- 2.9.1 In a project entitled 'Bridging the Gap', young actors from WCTT attended a DFs Information session and were involved in workshops designed to help them see the world from the point of view of someone living with dementia.
- 2.9.2 Following this, they formed relationships with Merton Dementia Hub regulars over a number of weeks. Stories were shared and became the basis of 'Living Memory', a play which is as much about the young people learning social, living history as it is older people sharing their memories. Caleb, a young actor said, "We learnt so much more from listening to the people here than we ever have from history books at school. It really brought the past to life."
- 2.9.3 The debut performance of 'Living Memory' premiered at Wimbledon New Theatre studio in June 2018 and was well received by families and friends of the actors as well as many of the 'stars' of the stories. Those unable to be present were treated to a screening of the performance at the Dementia Hub. One star of the storyline, Philomena, attended the screening with her daughter who remarked it was "an emotional experience seeing episodes from her life portrayed so beautifully by the group."
- 2.9.4 The second phase of this project will build on last year's piece as a new group of actors became DFs and visited an activity session at The Wimbledon Guild (Summer 2019). The addition of new stories to the original script will derive from conversations with the latest cohort of actors.

Photos:



Figure 10: Young actors visited the Merton Dementia Hub to find their stories, which were then performed



Figure 9: The young actors performing their stories at the Wimbledon Community Theatre

2.10 London Fire Brigade (LFB) Merton

2.10.1 All of Merton's firefighters completed DFs sessions in 2018 (around 100) improving the way LFB deal with specific situations where they may come into contact with people living with dementia learning how to give appropriate advice and assistance. Also the offer (open to all Merton residents) of a free home safety check has been publicised in particular to people affected by dementia. The checks are carried out by LFB and can be booked [online](#) or via a form which can be filled in and sent in the post.



Figure 11: All of Merton's Fire Brigade became Dementia Friends in 2018

2.11.1 Council tax discount/exemption

2.11.2 Our work on Council Tax and dementia continued into 2018/19. In response to an initial enquiry from a carer in 2017, an investigation into the issues people living with dementia face when accessing council tax reductions/exemptions was undertaken. The enquiry (across all London boroughs) found the application process made it very difficult for PLWD and their carers to access the discount, reflected in the low uptake for Category U exemptions (Severe Mental Impairment). A number of practical considerations in the London Borough of Merton (LBM) were taken to improve accessibility and publication of the exemption including:

- **Increased digital visibility** ensuring the discount was publicised and noticeable on the council website.
- **Simplification** – Applying for the discount was made much easier by changing some language and cutting down the number of questions, making the forms easier to complete.
- **Assistance** in applying for the discount is available from Dementia Hub staff.

- A best practice **briefing note** has been developed for other London boroughs and is to be published in July 2019, available on the Council and Dementia Hub Website.

2.11.3 The council is committed to making Merton a Dementia Friendly Community by 2020 and there is strong support from both members and Council Officers to deliver on this agenda. A drive to ensure all Merton Council employees become DFs and Merton becomes a DFC is embedded as part of our 'Health in All Policies' (HIAP) approach. Work during 2018/19 included:

- Over 80 Council staff trained as DFs during a full day of Dementia Friends sessions supporting the national Dementia Action Week in May 2018.
- DFs training for new Councillors in November 2018 as part of the Councillors training programme.
- DFs training for members of Merton's Health and Wellbeing Board.
- An article including prevention messages on dementia 'what is good for the heart is good for the brain' was published on the Council's intranet site for staff during Dementia Action Week.
- DFs training session embedded within the Environment and Regeneration Department's away day.

2.12.4 Each council service have been urged to sign up to MDAA to acquire practical pledges to improve the lives of Merton residents living with dementia. One such service recruited was parking services who have committed to training all staff on dementia equipping them with the knowledge allowing PLWD to be issued with a blue badge following new legislation.

2.12.5 Merton's library staff have continued to be a major partner in making the borough Dementia Friendly and commitments include hosting regular DF sessions, displaying up-to-date information stands and supporting the Beatrice Allegranti Dance company's projects on young onset dementia.

2.12.6 There is still work to do and we will sign up 10 new Council departments/services to MDAA by March 2020.

2.12 GP Surgeries – Francis Grove Surgery

2.12.1 Francis Grove Surgery has been working hard on achieving their pledges. Both the surgery and the Patient Participation Group have joined the MDAA and have carried out their actions diligently. The surgery has chosen 9 actions and continues to provide support when it comes to recruiting other GPs and health professionals. Some of their more notable activities include:

- **Dementia Screening Day** - We will continue to organise our yearly 'Dementia Day' and encourage our patients to attend. We also arrange for staff from the Merton Dementia Hub to attend and offer support and guidance to patients and carers. Last July, over 70 tests took place. At the time of writing, another Dementia Screening date is being chosen for July 2019.
- **Dementia Friends** - Reception and admin staff have attended DFs information sessions to increase understanding of dementia and how patients may be affected. Staff are encouraged to wear their DFs badges so patients can see they've taken part in a session.
- **GP Information Packs**– Help ensure GPs and practice staff have up to date information about local services for people with dementia and their carers taking place at the Merton Dementia Hub and across the borough and ensure staff are aware of the referral process.
- **Phone System** – When the new system is implemented, the surgery will ensure phone numbers associated with patients with dementia are able to skip the automatic phone system and get straight through to a member of staff.
- **EMIS Alerts** - Flag patients with dementia on the computer system to help ensure special care and consideration is taken when making contact or after missed appointments.

2.13.2 Actions will be refreshed in July 2019, with a view to expand into other areas, such as double appointments.

Proposed Priorities for 2019/20

Each year as part of our annual report we outline proposed priorities for the next year.

- 3.1 In 2019/20 we propose our key priorities to be:
- 3.2 **Increasing MDAA Membership** - 40 new members to join the Alliance by end of March 2020 with a particular focus on the retail sector. The upcoming 'High Street Blitz' event in later 2019 will help us achieve this aim. Alzheimer's Society are trialling a new offer for corporate volunteers to be involved with this and the pilot events are to take place in Merton. Many large companies are looking for opportunities to become involved with Dementia Friendly initiatives and the new offer takes into account that as part of Corporate Social Responsibility (CSR) programmes often groups of people from companies are encouraged to be involved in community work but often only for one or two days per year. This programme allows people to volunteer effectively in this way.
- 3.3 **Expanding our Dementia Friendly network in Merton** – with 1,000 new DFs and 10 new Dementia Friends Champions during 2019/20. We will achieve this by asking current MDAA members to nominate an organisational representative to become a DF Champion. We will also facilitate a DF Champion training day in Merton.
- 3.4 **Cross-sector collaboration with a particular focus on carers.** It is essential to recognise that carers are also living with dementia and their issues and needs are equally important. This priority will be addressed through:
 - The continual engagement of carers through the co-production panels, including a 'priority consultation' to inform our priorities in 2020/21.
 - Focused work on dementia within LBM's Carers consultations.
 - Ensuring issues affecting carers of people with dementia are incorporated in the new Carers Strategy.
 - The promotion of peer support groups and training opportunities such as Alzheimer's Society CRISP and START programmes, and the DEEP network.
 - Carers is the theme of the next DAA meeting dated 27th November 2019.
- 3.5 **Intergenerational work** - A Task and Finish Group will coordinate collaborative projects bringing the young and old together to raise awareness on dementia. We will report on progress of these projects.
- 3.6 **BAME and Faith Groups** – A target of 10 BAME and Faith Groups to join Merton's DAA has been set and the further promotion of the DAA will be encouraged through Merton's BAME and Faith Forum's.
- 3.7 **Keeping the enthusiasm alive** - The continual progression of the Alliance will be achieved by working with existing members to achieve their actions and develop new pledges. We aim to review/update 10 DAA members' pledges during 2019/20.

Innovative Work Projects going ahead in 2019/20

- 4.1 **Side-by-Side** - Launched by Alzheimer's Society in January 2019, this service matches volunteers with people affected by dementia to help them to keep doing the things they love.
- 4.2 **Moving Kinship** - Beatrice Allegranti's Dance Theatre will offer monthly workshops at Merton Arts Space for families affected by young-onset dementia in an innovative project exploring dementia through movement and dance.
- 4.3 **FilmMerton's pop-up Film Festival** - As part of the FilmMerton project, an innovative programme of feature films which challenge assumptions and show different viewpoints of dementia from around the globe, in order to shine a light on ways people can live well with dementia.
- 4.4 **High Street Blitz – Dementia Friendly Wimbledon** - the council in partnership with the Alzheimer's Society, are leading nationally on Blitz programmes focusing next on Wimbledon High Street. A best practice guide will be developed to raise awareness and improve Dementia Friendliness in shopping areas.

Conclusion

- 5.1 This report set out to review Merton's Dementia Action Alliance activities during 2018/19, noting work to date and reflecting on the accomplishment of our priorities.
- 5.2 Targets for new DAA members and awareness raising through DFs have been met and this is cause for celebration – but the work is never finished - we must always strive to meet, exceed and set more ambitious targets.
- 5.3 Progress on making Merton a more dementia friendly place to live and work has been substantial and the feedback positive. The case studies showcase the hard work members have undertaken to improve the lives of people living with dementia and their carer's in a number of pragmatic ways. We hope these will add value in making Merton residents' experience a Dementia Friendly one.
- 5.4 When we asked our co-production groups, "What does success look like to you?", "how do we know we have done a good job?" and "what does a Dementia Friendly Community look and feel like?". Panellists responded:
 - *"When it feels normal to have dementia... What I mean is I want to feel normal."*
 - *"People don't like to talk about dementia, when they find out they change the subject. I'd like people to be able to talk to me about my dementia."*
 - *"When we can still feel in control of our own life."*
- 5.5 It is no coincidence when The Times wanted to illustrate a Dementia Friendly Community, they chose Merton. The work completed in the borough over the past year has been recognised as being innovative and pioneering, a 'gold standard'. However, the concept of Dementia Friendly Communities is still nascent and embedding the concept will take time. Extending reach of awareness is something everyone involved can have a hand in – if we wear our DFs badges, display the stickers on our windows and have conversations with our neighbours, the word will spread and we will move closer to a truly Dementia Friendly society where people with dementia feel 'in control of their own lives' and 'normal'. Dementia Friendly practice is still not the accepted norm in society and until it is, we must push on to set an example for others sharing what has worked well.
- 5.6 As ever, our principles of continually challenging assumptions, reframing how we look at dementia and reinforcing the ability to 'live well with dementia' are themes throughout our work and continue to be the steer for our upcoming work programme.

Glossary

Alzheimer's Disease	Alzheimer's disease is the most common cause of dementia.
Alzheimer's Society	The Alzheimer's Society is the UK's leading care and research charity for people with dementia and those who care for them. The Dementia Action Alliance (DAA) is an Alzheimer's Society initiative.
BAME	Black, Asian, and minority ethnic (used to refer to members of non-white communities in the UK).
Dementia	The term describes a set of symptoms that may include memory loss and difficulties with thinking, problem-solving or language. These changes are often small to start with, but for someone with dementia they can become severe enough to affect daily life. A person with dementia may also experience changes in their mood or behaviour. Although dementia is more common amongst people over the age of 65, younger people can get dementia too.
Dementia Action Alliance (DAA)	An alliance of organisations across England who connect, share best practice and take action on dementia.
Dementia Champion	A Dementia Friends Champion creates more Dementia Friends by organising local sessions for private organisations or the general public. Many Dementia Champions are volunteers who have attended a Champions induction and are supported by Alzheimer's Society.
Dementia Friendly Community (DFC)	The Dementia Friendly Communities programme, an initiative of Alzheimer's Society, aims to meet the targets outlined by the Prime Minister's Challenge on Dementia 2020 in order to create communities around the UK which make daily living and activities easier and more accessible to people living with dementia.
Dementia Friends (DFs)	Alzheimer's Society's Dementia Friends programme is the biggest ever initiative to change people's perceptions of dementia. It aims to transform the way the nation thinks, acts and talks about the condition. Anyone can become a Dementia Friend either by attending a face-to-face session, or by watching the DFs video online.
Health in all Policies (HIAP)	HIAP is a way of working to maximise the positive health impacts across all council functions and to improve outcomes for residents. A key action within HIAP is to make

	Merton a Dementia Friendly Community and get as many teams and organisations to sign up to the DAA.
Merton Dementia Action Alliance (MDAA)	1 of 354 Local Dementia Action Alliances (LDAAs) created to help transform the London Borough of Merton into a Dementia Friendly Community (DFC). Chaired by Dagmar Zuener, Director of Public Health Merton and delivered by Alzheimer’s Society, Merton.