

Dementia Friendly Stockton High Street Project

By Lesley Tart



- A one-year pilot project to make businesses and organisations in Stockton High Street dementia friendly and more accessible for people with dementia and their carers
- Encourage people with dementia and their carers to be more active and independent, so they continue to live well with their conditions and reduce loneliness and isolation
- Jointly funded by Stockton Business Improvement District and Stockton Borough Council Public Health



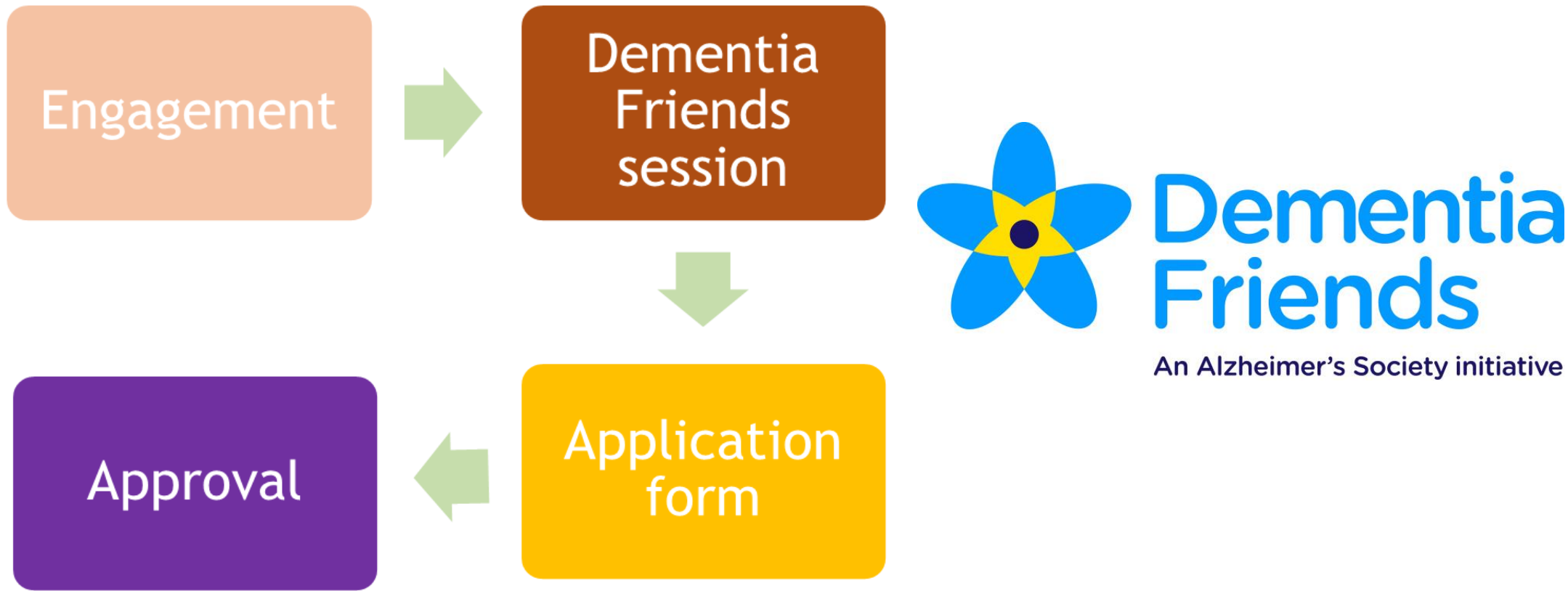
Objectives

- Prevention and early intervention
- Re-establish Stockton-on-Tees as a nationally recognised dementia friendly community
- Recruit a Community Link Worker (Lesley Tart) to deliver the project
- Support businesses and other organisations in Stockton High Street to deliver their services in a manner that is accessible to and inclusive of people living with dementia and carers to enable people to live as independently as possible
- Develop existing community spaces to offer more social opportunities for people living with dementia
- Increase awareness of dementia and local support services (including how to reduce the risk and how to get a diagnosis)
- Empower commitment to support social prescribing and providing a meaningful retail and leisure experience

Rationales

- It is common for people with dementia to withdraw from social interaction even before the diagnosis
- 'Prime Minister Challenge on Dementia 2020' – Dementia friendly communities
- 'A connected society: a strategy for tackling loneliness 2018'
- Dementia Friendly Stockton (DFS) hosted by Cleveland Alzheimer Residential Centre (Cleavearc) 2014, however, the funding ceased after 1 year
- Cleavearc continues to host DFS, members of the Stockton Dementia Network have engaged businesses and organisations and support them to complete necessary documentation
- The Livewell Dementia Hub provided dementia friends sessions as part of the accreditation
- Without dedicated resources, this process has been very slow and ineffective

Dementia Friendly Communities – A National Framework



Model of Dementia Friendly Stockton High Street



Achievements

Achievement	Number
Dementia friends created (excluded DF created by businesses themselves)	511
Dementia sessions delivered (excluded number of sessions delivered by businesses own champions. Some small businesses have only owner and no employee, so some sessions had to be delivered on one to one basis)	46
Dementia champions trained (Champions deliver dementia friends sessions. Some large companies created their own champions)	6
Events (award ceremonies and consultation) organised	4 (including one virtual)
Number of businesses accredited as dementia friendly	29



* Figures are increasing rapidly following easing of all restrictions

Social opportunities for people with dementia

- A hotel was offering tea and chat monthly, charging £1 per person and all proceeds go to local charities
- A pottery shop was running pottery classes
- Splash was running dementia friendly swimming sessions and is planning to expand it to dementia friendly gym sessions
- Queens Park GP practice has added dementia to their awareness event
- Hi Fi sound were developing a museum of stereo equipment, vinyl etc, and are opening this in the summer
- Ivy House has changed the layout of their menu and will add a photo when they next change their menu print.
- Cycling Hub is considering to install static bikes

- Arc has hosted 4 dementia friendly screenings with positive results
- Linked with a bank for fraud training
- A solicitor firm to support power of attorney
- Teesside princess already provide special sailings but now have the understanding to better support their customers living with dementia
- Other businesses have made changes at the request of the mystery shoppers such as adding a high back chair along with comfy seating or simply making the area clutter free

Nomadland
ARC, 60 Dovecot Street, Stockton on Tees, TS18 1LL

Dementia friendly screening

Thursday 4 July
2pm
Certificate: 12A
Tickets: £6 full price
(£4 over 60s, students, income support)

About the film

Following the economic collapse of a company town in rural Nevada, Fern (Frances McDormand) packs her van and sets off on the road exploring a life outside of conventional society as a modern-day nomad. The third feature film from director Chloé Zhao, Nomadland features real nomads Linda May, Swankie and Bob Wells.

What to expect

Welcoming staff	Signage to help you find your way around
No adverts or trailers	Lights inside cinema will be left on
Lower volume level	Reduced capacity

Relaxed atmosphere: feel free to sing, dance, or talk
Companion tickets available (enquire when booking)

 **01642 525199**  **www.arconline.co.uk**

   Supported using public funding by **ARTS COUNCIL ENGLAND**

During the lockdowns

- The project has been slowed down due to the lockdowns
- The community Link Worker continued to engage and support businesses and organisations
- Developed a leaflet to support them to be COVID safe and remaining dementia friendly
- 10 businesses achieved the accreditation and a virtual award ceremony was held, the Mayor presented the certificates



Next steps

- Continue to engage businesses to become dementia friendly
- Continue to support businesses to restart or develop bespoke services
- Submitted a business case for further funding to increase capacity and roll out the project across the borough
- To advice businesses, market in Billingham Town Centre and Café in The Park to be dementia friendly



