

**Agenda Item No.**

**DERBYSHIRE COUNTY COUNCIL**  
**CABINET MEMBER FOR STRATEGIC POLICY, ECONOMIC**  
**DEVELOPMENT AND BUDGET**

**10 January 2017**

**Report of the Chief Executive**

**COMMUNITY PRIORITIES PROGRAMME – APPLICATION FOR FUNDING  
FOR DEMENTIA FRIENDLY ALFRETON**

**1. Purpose of the Report**

To approve an application from Councillor Steve Marshall-Clarke for Community Priority Programme funding of £29,900 for a Dementia Friendly Town Centre scheme in Alfreton, being co-ordinated by Amber Valley Dementia Action Alliance.

**2. Information and Analysis**

**Background**

At Cabinet on 24 May 2016, Members agreed to establish a £2.271 million Community Priorities Programme using one off resources identified from General Reserves. It was agreed at the meeting that any projects requiring funding of £20,000 or above would need to seek approval by the Cabinet Member for Strategic Policy, Economic Development and Budget.

The Community Priorities Programme aims to support the development of projects which meet real identified needs, support communities and families, build community capacity and are sustainable. All projects need to meet the following criteria:

- Support activity benefiting the designated Lower Super Output Area (LSOA).
- Support the aims and objectives of the Thriving Communities programme.
- Link into Thriving Communities activity in areas where work is currently being piloted where possible.
- Be time limited and not require ongoing funding from the Council.
- Complement, not duplicate other funding sources such as the Public Health Locality Fund, the members Community Leadership Scheme etc.

- Show how activity can be sustained beyond the life of the funding.
- Meet an identified need which can be evidenced through for example, English Indices of Deprivation, the Derbyshire Quilt etc.
- Be delivered within agreed timescales.
- Show how local people have helped in the design of identified activity or have been consulted or engaged.
- Show what difference will be made.

An application for funding under the Community Priorities Programme has been submitted by Cllr Steve Marshall-Clarke for a grant of £29,900 to support a Dementia Friendly Town Centre scheme to support individuals with Dementia, their carers' and other members of the community in Alfreton.

The project will be co-ordinated by the Amber Valley Dementia Action Alliance, a coalition of different local agencies and charitable organisations. The funding for the scheme will be held by Amber Valley Borough Council. The scheme will also receive a contribution of £7,500 from Alfreton Town Council in addition to the funding amount outlined in this report, bringing the total cost of the project to £37,400.

The project will provide the following:

- A new community garden in the heart of the town centre at Severn Square, providing seating, sensory planting and a space where individuals with Dementia, their carers' and other community members can come together to maintain the garden, share their experiences and reminisce about the local area through the establishment of a new 'friends of' group.
- A new seating area outside the library for individuals to take time out whilst and provide a safe space for carers, people with Dementia, and the wider community, to have a break whilst visiting the town centre.
- Training on 'Dementia friendly' skills for employees from local businesses by the Alzheimer's Society so they have the skills to support individuals living with Dementia. The skills learnt through this training will also allow individuals to support other members of the local community who may need extra help and assistance whilst in the town centre, for example individuals with learning disabilities or the frail elderly.
- A display and information area in Alfreton Library, created by the Alzheimer's Society, to provide initial information and advice about Dementia to local residents, but also provide an opportunity for individuals with Dementia to reminisce through the display of pictures and items associated with Alfreton's past. This display will also be of benefit to the local community as it will inform them about the local area and Alfreton's past.

In addition, new signage will also be installed by Amber Valley Borough Council in Severn Square to help individuals who are living with Dementia to find their way around easily, which will also be of benefit in terms of making

the town centre more accessible for other members of the community. This would be funded via Cllr Marshall-Clarke's Member Development Fund allocation.

Alfreton will aim to become Derbyshire's first 'Dementia friendly high street' and will hopefully set a blueprint for other towns to follow if further one-off funding opportunities are identified. Whilst the Community Priorities Fund will support the initial set-up costs associated with this project, Amber Valley Borough Council has confirmed that it will be responsible for the maintenance and upkeep of the garden, with support from Alfreton Town Council and the Friends of Group. Any damage to the garden areas will be repaired by the Borough Council.

Within Alfreton, the garden is situated close to the Maple Mews extra care housing scheme, so has the potential to create a resource for residents living within the immediate area to allow them to maintain their independence for longer. It is intended that by altering the physical environment within the town centre it will lead to greater impact for those with Dementia and their carers' and make Severn Square more accessible, friendly and attractive for the wider population. Further to this the project will meet Community Priorities Fund outcomes by:

- Connecting people and supporting people to develop networks and friendships, who are individuals living with Dementia, caring for someone with Dementia, or are interested in supporting the ongoing maintenance and upkeep of the community garden.
- Increasing cohesion between different members of the community, specifically those who have a long-term health condition and caring responsibility and other people who live in the local area.
- Encouraging volunteering through the ongoing maintenance and upkeep of the community garden.
- Building capacity and upskilling local people who work in local businesses to understand more about the specific support and care needs of people within the community. This training will provide transferable learning which can be passed on throughout the workforce within the town centre.

Locally, Derbyshire and Amber Valley local authority areas have signed up to be Dementia Action Alliance members and have committed to develop approaches which help build communities that are better equipped to serve people with Dementia as part of a preventative approach. The Council, through the Public Health Prevention Fund, has agreed funding for a Dementia Friendly Communities Co-ordinator to engage with local communities to develop approaches to create more Dementia friendly environments. Public Health have confirmed that this Community Priorities Fund allocation does not duplicate the budget already agreed through the Prevention Fund as this does not cover any of the training costs, landscaping

work or other items detailed in this application.

The Community Priorities Fund is designed to support projects where there is identified need. Alfreton town centre is considered to be an area of high deprivation in the third decile in the 2015 Index of Multiple Deprivation (IMD). In addition five further LSOAs surrounding the town centre are also ranked in the fifth decile or higher.

Further analysis by IMD sub-domain suggests that health is a particular issue in the local area with Alfreton South LSOA being ranked in the most deprived decile nationally, and Alfreton Centre LSOA being ranked in the third most deprived decile. Other LSOAs surrounding the town centre are ranked in the fifth decile or above, suggesting that health is a significant issue in this area.

Alfreton is served by four main GP surgeries and these are Parkside Surgery, Limes Medical Centre, Somercotes Medical Centre and Jessop Medical Practice. The Public Health England GP Profile data for the area states that in October 2016 there are a total of 342 patients currently registered with a diagnosis of Dementia at these practices. Data from DCC Public Health also indicates that Amber Valley has the highest numbers of people living with dementia out of all the Derbyshire districts and boroughs at 1,805 people. Data projections suggest that the prevalence of Dementia within Amber Valley is expected to increase by 69% by 2030. The main risk factors for Dementia are lifestyle factors, which when linked to deprivation, suggesting that in the future Alfreton's population with Dementia and young onset Dementia will rise more than in other parts of the county.

National research from the Alzheimer's Society report that two thirds of people living with Dementia are thought to live in the community, creating local community based solutions to allow people to live well with Dementia is therefore important. Furthermore, evidence suggests that Dementia friendly outdoor environments for older people, particularly in the mild to moderate stages of the disease are beneficial and with the integration of visual cues, such as from improved signage, having positive outcomes. The report also recognises that creating quiet pedestrianised and welcoming open spaces are important, especially if they contain practical features such as trees and street furniture which create acoustic barriers and limit noise.

Whilst the evidence above is specific to Dementia, there is also a body of evidence that suggests urban gardens can have benefits for the whole of the local community, particularly those who may be in poor health or have a long-term health condition, which from the Census data analysis indicates is an issue for the residents living in and around Alfreton town centre. For example:

- The Kings Fund has recently worked with the Royal Horticultural Society to explore the benefits of gardening and there is clear evidence that this activity can help recovery from illness.
- Groundwork suggests that increasing access to parks and open spaces could reduce NHS costs of treating obesity by more than £2 billion.
- A study by the New Economics Foundation estimated the value of a project to offer outdoor experiences, for five participants to be around £7,000 each through reduced NHS costs, welfare benefit reductions and increased tax contributions.
- The Town and Country Planning Association and Public Health England suggest that retailers report an increase in trade of up to 40 per cent when places are made more attractive for walking, including through the use of small urban parks, greener walkways and places that are easier or more attractive to walk around.

Once the garden project has been completed it is anticipated that this will bring lasting community benefit to the area as it will become a permanent feature of the town centre. The establishment of the 'friends of' project group will meet regularly to ensure the upkeep and sustainability of the sensory garden and library displays, but will also help create new networks, friendships and relationships amongst local residents. The garden will improve the physical appearance of the town centre and provide opportunities for individuals living with Dementia to remain independent and part of the local community.

The information contained in the application, as submitted, meets the selection criteria as set out above.

### **3. Financial Considerations**

The total cost of £29,900 can be met from the Community Priorities Programme budget. To ensure that there is compliance with the Council's Financial Regulations, all approved projects will be issued with standard conditions of grant and will be subject to monitoring and evaluation.

### **4. Equality and Diversity Considerations**

The Community Priorities Programme will ensure that the funding set aside will be targeted to the most deprived and disadvantaged areas of the county.

### **5. Social Value Considerations**

The Community Priorities Programme will support the development of projects in the 50% most deprived LSOAs in the county, engaging with local people and supporting the improvement of the social, economic and environmental wellbeing of the communities concerned. Any procurement or commissioning

activities undertaken in relation to the Programme will consider the economic, environmental and social benefits of activity, seeking to maximise social value where appropriate.

## **6. Other Considerations**

In preparing this report the relevance of the following factors has been considered; legal, prevention of crime and disorder, environmental, human resources, health, property and transport considerations.

## **7. Background Papers**

- Community Priorities Programme application for Dementia Friendly Alfreton – December 2016
- Reserves Position report to Cabinet - 26 January 2016
- The English Indices of Deprivation - Report to Cabinet - 3 November 2015
- Community Priorities Programme report to Cabinet – 24 May 2016

## **8. Key Decision**

No

## **9. Call-in**

Is it required that call-in be waived for any decision on this report? **No**

## **10. Officer's Recommendations**

That the Cabinet Member for Cabinet Member for Strategic Policy, Economic Development and Budget approves the application for £29,900 for the Alfreton Dementia Friendly Town Centre scheme as set out above.

**Ian Stephenson**  
**CHIEF EXECUTIVE**