



MALDON DISTRICT COUNCIL DEMENTIA ACTION PLAN 2022 - 2024

1. Introduction

1.1 This Action Plan sets out the actions/timescales agreed by Maldon District Council in order to increase the opportunities for the people affected by dementia to access:

- Local services
- The wider community

And to create a more supportive and understanding environment for people affected by dementia.

The Maldon District Dementia Action Plan will be formally reviewed annually by the council and Maldon District Dementia Action Alliance (MDDAA).

2021 Joint Strategic Needs Assessment – Maldon

Maldon District:

Covering an area of approximately 259 square kilometres, the Maldon District is the seventh largest local authority in Essex in terms of area. It is classed statistically as predominantly rural with the majority of residents living in rural settlements or hub towns including the largest settlements of Maldon and Burnham-on-Crouch.

Carers:

The exact number of residents providing informal or unpaid care to friends or family members is not known, however figures from the Department for Work and Pensions identified 720 residents who had been in receipt of Carers Allowance benefits in November 2018. The largest numbers of claimants were in 55-64 age group. Women were more than four times more likely to be in receipt of carers allowance (580 / 80.6%) compared to Men however this rate was close to the levels across Essex as a whole (77.4%).

Dementia:

The proportion of patients of all ages registered at General Practitioner surgeries in Maldon with a diagnosis of Dementia was to be 0.81%. This was ranked as being the 7th highest prevalence compared across the other Districts in Essex. This was a higher prevalence than the diagnosis rate across England (0.71%).

In 2019 information from Projecting Older People's Population Information (POPPI) estimated that in the Maldon area there were 1053 people with dementia which would rise to 1835 by 2035. Projected dementia numbers of people with dementia for individual districts are set out in the table below (Source: POPPI 2019)

Theme	Focus area	Outcome	Actions	Timescales	Progress	Responsible	Complete
Maldon District Council to become 'dementia friendly'.	Training and awareness	<p>Maldon District Council becoming 'dementia friendly' and to develop a programme, which includes all councillors and officers.</p> <p>Maldon District Council to be recognised nationally as a 'Working to become Dementia Friendly' organisation.</p>	Roll out Dementia Friends sessions and training for staff members, Corporate Leadership Team, Extended Leadership Team, Customer Services Manager, Customer Service Officers	Commenced 2021	This will build upon the two Dementia Friends sessions that took place in 2021	<p>Strategic Theme Lead-Community</p> <p>Lead Member - Cllr Carlie Mayes</p> <p>Maldon District Council Communications Team</p> <p>Alzheimer's Society Dementia Friendly Communities Coordinator</p>	
			Secure a Dementia Lead for the Council	<p>January 2022</p> <p>This will be reviewed every 12 months.</p>	Dementia Lead for Council is Strategic Theme Lead-Community (2022/23)	Strategic Theme Lead-Community	
			Implement induction training for new Councillors – to include Dementia Friends session and/or bespoke training	April 2023		<p>Strategic Theme Lead – Community</p> <p>Lead Member: Cllr Carlie Mayes</p> <p>Human Resources</p> <p>Alzheimer's Society Dementia Friendly Communities Coordinator</p>	
			Implement induction training for new staff, consultants and contractors (where possible) – to include Dementia Friends	<p>April 2023</p> <p>Bi-monthly updates to record the number of Dementia Friends. This will include MDC staff,</p>		<p>Human Resources</p> <p>Alzheimer's Society Dementia Friendly Communities Coordinator</p>	

			session and/or bespoke training	contractors, consultants.			
			All Councillors to receive Dementia Friends session and/or bespoke training	March 2023		Strategic Theme Lead-Community	
			Member representation at the Maldon District Dementia Action Alliance	January 2022 The representation will be reviewed every 12 months.	Cllr Carlie Mayes appointed Cllr Anne Beale	Strategic Theme Lead-Community	
Internal practice	Staff feel supported if they develop dementia whilst in employment or family member diagnosed	Review policies and procedures to help support staff who are caring for a person living with dementia	March 2023			Strategic Theme Lead-Community HR	
		Continue to promote the work of the Maldon District Dementia Action Alliance on One Team	Ongoing			Strategic Theme Lead-Community Communications	
		Bi-monthly Dementia related updates to staff internal communication channel 'One Team'	Ongoing			Strategic Theme Lead-Community Cllr Carlie Mayes	
Environment	The Council's public spaces are suitable for people with dementia	Work with Maldon District Dementia Action Alliance, people affected by dementia and the Alzheimer's Society to review our public spaces and buildings to seek guidance of where/how we can improve	June 2023			Strategic Theme Lead-Community Alzheimer's Society Dementia Friendly Communities Coordinator Dementia Voice (people affected by dementia engagement programme)	

						Frank Britt (Senior Technical Officer – Maldon District Council)	
			Use Maldon District Council assets including public and to provide dementia-related activities	September 2023		Strategic Theme Lead-Community Alzheimer's Society Dementia Friendly Communities Coordinator	
Work with partners and communities to raise awareness of dementia	MDC Communications	Communities and partners are aware of dementia related services in the Maldon District	Promote services being offered by our partners and communities through MDC channels (Parish Clerks Forum, social media, councillors) Promote 'Dementia Connect', the Alzheimer's Society's dementia support service	Awareness raising days/weeks		Strategic Theme Lead-Community Cllr Carlie Mayes Communications	
			The council are promoting the services available to the local community on the Maldon District Council (MDC) website and through our networks	Ongoing		Strategic Theme Lead-Community Cllr Carlie Mayes Communications	
	Training	Increase knowledge and awareness of dementia in our District	Promote Dementia Friends sessions and/or bespoke training to Parish and Town Councils	March 2023	MDC will support Parish/Town Councils to work to towards being Dementia Friendly Communities. Aim is for 10% or 20% to be trained for 23/24.	Strategic Theme Lead-Community Cllr Carlie Mayes Maldon District Council Communications	

		Build closer working relations with the Maldon District Business Hubs, enabling an accessible District.	Promote Dementia Friends sessions and/or bespoke to businesses and organisations in the District	Review March 2023		Strategic Theme Lead-Community Strategic Theme Lead-Prosperity Lead Specialist: Prosperity Cllr Carlie Mayes	
		Determine how many times Maldon District Council procure vs the number of services that have Dementia Friendly Status.	Recognising the Councils influence when procuring services (Dementia Friends sessions etc)	Review March 2023		Strategic Theme Lead – Community Procurement Specialist	
	Maldon District Dementia Action Alliance (MDAA)	Continue to play a key role in the MDAA	Work with members to fulfil MDAA objectives	Monthly		Strategic Theme Lead-Community Cllr Carlie Mayes Communications	
	Pan Essex Dementia Action Alliance (DAA)	Council representative/s continue to attend Pan Essex DAA to ensure Maldon District Council is kept informed on ongoing work and best practice from across Essex.	Opportunity to peer review, share learning and best practice	Monthly		Strategic Theme Lead-Community Cllr Carlie Mayes	

	Public Services	Work with libraries, transport, emergency services, Maldon District Community Safety Partnership to identify and maximise opportunities to benefit the community	Promote the Herbert Protocol and Keep Safe Scheme etc	March 2023		Strategic Theme Lead-Community	
Engagement with communities		Actively engage with people affected by dementia to review policy, practices, and procedures	Through the MDAA, the Alzheimer's Society and Dementia Voices we will ensure we are working with communities to provide the most efficient and inclusive services possible.	March 2023		Strategic Theme Lead-Community Cllr Carlie Mayes	