

Expression of Interest – Policy Prototype CCIN Funding

CCIN Member Authority: Burntwood Town Council

Name of CCIN Lead Member: Burntwood Town Council

Name and Job Title: Sue Woodward (Leader) and Graham Hunt (Town Clerk)

1. What is your idea?

Dementia is a term used to cover a range of brain related diseases. It is often linked to other significant diseases such as diabetes, high blood pressure, high cholesterol and depression. In recent years there has been a marked increase in the number of people diagnosed with dementia. It is estimated that 38% of the population either has a family member or close friend who is living with dementia. The number of people with dementia is expected to increase with 1 in 3 people born this year will go on to develop dementia. The disease is more common in older people with 1 in 14 people over 65 being affected compared to 1 in 79 for the under 65's.

It is a disease that is often more prevalent in areas of deprivation like parts of Burntwood. There are a number of negative factors that are present in Burntwood that indicate that the population could be at higher risk of dementia than other parts of the country. These factors are set out in Table 1.

Table 1 Indicators of risk

Indicator of increased risk	Ward where prevalence above the national average
% of population aged 65 and over	Boney Hay, Chase Terrace, Highfields and Summerfield and All Saints
% of population aged 85 and over	Boney Hay and Chase Terrace
Dependency ratio of older people per 100 working age population	Boney Hay, Chase Terrace, Highfields and Summerfield and All Saints
Within top quarter of Indices of Multiple Deprivation	Chasetown
Disability Living Allowance	Boney Hay, Chase Terrace, Chasetown and Summerfield and All Saints
Limiting long term illness	Boney Hay, Chasetown and Summerfield and All Saints
Limiting long term illness aged 65 and over	Boney Hay, Chasetown

It can be seen from Table 1 that Boney Hay is triggering virtually all of the indicators and is such potentially a high-risk area. However, it should also be recognised that Chasetown has also triggered all of the indicators, with the exception of the age indicators. This could indicate a future health problem in this community.

The Town Council has recently adopted a Dementia Strategy which is designed to raise public awareness of the disease, increase public access to services and develop capacity within the community to provide early support for both for people living with dementia and their carers.

As part of this work we aim to trial out several activities and sessions for those suffering with Dementia, including reminisce sessions, local history, short films, music work and support for carers.

For this project Ideas Alliance will work closely with Burntwood Town Council to undertake research and insight gathering about existing Dementia care provision across the Town Council area.

This research and insight gathering work will provide early support to our strategy work and would really kick start our longer-term programme, allowing to initially provide and deliver more effective signposting to local people requiring Dementia supports and enable us to focus on areas where there is a lack of provision. Local councillors are very well placed to support with this initial project work with Ideas Alliance by providing strong local intelligence as several of them work in community care.

Budget:

Item:	Notes:
Research and insight gathering led by Richard Driffield (Ideas Alliance)	Desk based research Interviews with local groups Insights from local people Short overview
Total	£1,500 (Ex VAT)

2. Who will you work with?

We will work with Ideas Alliance CIC who are an CCIN affiliated member. The Ideas Alliance promotes the benefits of collaborative and strengths-based and community driven approaches. They deliver projects with councils, charities, local organisations to help them to consult with local people, work together, co-design services and work more collaboratively.

Their team has a wealth of experience in community engagement, research, collaborative practices, co-production, children's services and health and social care. Through our work on the front line in the public sector and our consultancy work with local authorities, clinical commissioning groups, children & young people's se

Since inception in 2016, Ideas Alliance have engaged with over 6,500 people through different projects with organisations across the country and we have published over 300 articles via the [Ideas Hub](#), our online space for publishing case studies, interviews, blogs and reports about people getting on and making things happen.

3. What are the outcomes you hope to achieve?

Our work will enable Burntwood Town Council to develop more effective and early signposting for local people wanting Dementia support services. It will also allow us to focus quickly on areas where there is a lack of provision. Through support of Ideas Alliance, we will:

- Identify opportunities and insights for communities across the borough to access Dementia support
- Establish and assess the current support and provision already available in the Borough
- Outlines of how to make the best use of the services and approaches already available

This initial work is crucial in delivering on our Town Council strategy. The key aim of the Town Council strategy is to help to address the lack of dementia awareness within the community. At present the diagnosis rate for England is 71%. This is at a time when 600 people per day are being diagnosed so a large number of people are being missed. One of the possible reasons for this under diagnosis is a lack of awareness, which can have quite a limiting impact on the ability of people living with dementia to stay within the community. Unfortunately, very few shops and facilities in Burntwood are at the moment dementia friendly. This may take the form of providing a slow till for payment or staff trained to be dementia aware. Without such support independent living becomes a greater challenge. This leads to more people needing residential care placing an increased burden on public finances.

A second aim is to address the lack of a single place where people can go for information about what advice and support is available in Burntwood.

Thirdly there is no overview of provision so any gaps can go undetected. The Town Council is well placed to help with creating and maintaining such an overview. The local knowledge of town councillors will be helpful in assembling this information.

Finally, the Town Council will also consider using its grant scheme to help establish any new groups that are seeking to provide support in areas of deficit.

The success of this initial support from Ideas Alliance strategy will lead to implementation of the strategy, which will deliver:

- A reduction in the number of people in the community who are living with dementia but have no diagnosis
- People living with dementia are able to continue to live independently for longer
- There is a reduction in the number of people needing residential care

4. How does your project support the aims and objectives of the Co-operative Councils Innovation Network?

For this project, we propose to work through strengths-based and relational approaches with a focus on building on what is already working, whilst uncovering insights we may not be aware of. We know there is already a lot of useful data around Dementia so we will work through this to evaluate the socio demographic and characteristics of Burntwood building a clear picture of the local situation from a macro level.

Through this initial work we aim to develop sustainable solutions to the issues we face around Dementia across the Town Council. Our Town Council Strategy aims to bring people together and

improve outcomes for local people. With this type of work, it is vital that the majority of our work takes place on the ground, with local organisations, and local people, building on the knowledge that already exists so we can share best practice and learn together. We believe this approach resonates with the aims and objectives of the Co-operative Councils Innovation Network.

5. How does your project demonstrate the Values and Principles of the Co-operative Councils Innovation Network?

We believe our project will help to strengthen partnerships between citizens, communities, enterprises and across Burntwood. Through engaging local people and organisations in this project and gathering vital insights on the topic of Dementia we will ensure our Town Strategy can be more effective and is co-produced with those we seek to support.

We want the active engagement from residents in this work and will develop co-develop systems that enable citizens to have a say in the commissioning of existing Dementia services and in determining what gaps in provision exist.

We are keen to develop new models and ways of meeting local needs, but first we need to identify what these needs are, and the Ideas Alliance will help us determine this during this first stage project. In our work, we want to deliver innovation to drive local change from the bottom up.

Based on the initial finding this project delivers, we aim to pilot a range of new and bespoke activities for local people including reminisce sessions, local history, short films, music work and support for carers. We aim to build on our initial insight work to capture what works and learn from local people, projects and then put our Town Council Strategy into action.

6. How will you share your learning with the Co-operative Councils Innovation Network?

We will keep CCIN updated on the findings of our work as we go along. We aim to showcase our findings through a concise e-report which will draw together the different elements of the work. Where resources allow, it is always our preference for documents to include infographics, photographs and be written in plain English and we collaborate with partners to bring the different stories to life. We believe strongly in making information and reports accessible to the audiences they are design

In addition, our, Ideas Hub has given us a vehicle to tap into all the exciting projects and people working in collaborative ways across the country. All of the articles we have written have given us a bank of knowledge that, over time and as different requirements arise, we can bring to you as well as a wide network of people who we can access and introduce to you for ideas and advice.

Deadline for applications is Friday, 20th December 2019. Please send completed applications to comms@councils.coop.
