

## Broadstairs & St Peter's Dementia Friendly Scheme

Broadstairs & St Peter's Town Council and the Broadstairs Town Team would like to work in conjunction with businesses and organisations to make Broadstairs & St Peter's more accessible to those living with Dementia.

People affected by dementia are at the heart of every dementia friendly community. Businesses and organisations of all kinds can help to support their community to become dementia friendly. By 2025, it is estimated that there will be over 1 million people living with dementia in the UK. Our aim is to make Broadstairs and St Peter's safe and welcoming places for those with dementia to visit and feel part of our community.

We have set up the Broadstairs & St Peter's Dementia Friendly Scheme, which businesses and organisations can sign up to. Once you have signed the pledge and have committed to our 5 standards, you will be given a sticker to highlight that your business/organisation is dementia friendly. The sticker will also have a QR code directing people to our dementia webpage which lists useful contacts and information for those living with dementia and their carers and your business will be added to the list of Dementia Friendly Places in Broadstairs.

Are you able to tick all of the essential actions below? If you can, then send in your form to [town.clerk@broadstairs.gov.uk](mailto:town.clerk@broadstairs.gov.uk) with evidence that these actions have been completed.

Action	Completed
<b>Essential</b> – At least one member of your staff to become a Dementia Friend <a href="https://www.dementiafriends.org.uk/WEBArticle?page=join-options">https://www.dementiafriends.org.uk/WEBArticle?page=join-options</a>	
<b>Essential</b> - Conduct the Dementia Friendly Environment checklist	
<b>Essential</b> - Make changes where possible following the Environment Checklist	
<b>Essential</b> – Display and follow the Tips for Shops & Businesses	
<b>Essential</b> - Display your Dementia Friendly Town Scheme sticker	

Once you have completed the above and received your Scheme Sticker, please remember to keep yourselves updated:

- ❖ Ask all staff to become a Dementia Friend  
<https://www.dementiafriends.org.uk/WEBArticle?page=join-options>
- ❖ Look through the Town Council's Dementia page on the website and make use of the useful information.
- ❖ Come along to the Dementia Friendly Town Scheme Meetings to keep up to date with what is happening in the area.
- ❖ Partake in Dementia Awareness training (information will be sent out when this is being provided).
- ❖ Pass on your knowledge to others!

Business Name: .....

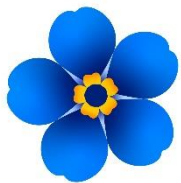
Contact: .....

Address: .....

Email: .....

Telephone: .....

Website: .....



## **Demetia Friendly Environment Checklist**

Where possible your business premises should be as dementia friendly and inclusive as possible. Below is a checklist. This list is not exhaustive – Do not be put off if you cannot tick them all – work in progress! If possible, speak to people living with dementia and ask them how they find your premises.

### **Quiet Space**

- ☐ Do you have a quiet space for someone who might be feeling anxious or confused? A few minutes with a supportive person might be all that is needed.

### **Signage**

- ☐ Are signs clear, in bold face with good contrast between text and background?
- ☐ Is there contrast between the sign and the surface it is mounted on? This will allow the person to recognise it is a sign.
- ☐ Are the signs fixed to the doors they refer to? They should not be on adjacent surfaces if at all possible.
- ☐ Are signs at eye level and well lit?
- ☐ Are signs clear images or icons?
- ☐ Are signs placed at key decision points for someone who is at the building/area for the first time?
- ☐ Are signs for toilets and exits clear? These are particularly important.
- ☐ Are glass doors clearly marked?

### **Lighting**

- ☐ Are entrances well lit and made as much use of natural light as possible? Avoid using areas with bright lights or deep shadows.

### **Seating**

- ☐ Do you have a seating area where people are waiting? This can be a big help.
- ☐ Does your seating area look like seating? People with dementia will find it easier (for example a wooden bench would be preferable to an abstract metal Z shaped bench).

## Flooring

- ☐ Are floors matt in colour without reflections and deep shadows. Reflections can cause confusion.
- ☐ Are carpets plain in colour without bold patterns? Plain surfaces are easier; patterns can cause problems to people with perceptual problems.
- ☐ Are mats the same colour as the carpet? Different colour or dark mats can cause problems to people with perceptual problems.
- ☐ Are changes in floor finish flush rather than stepped? Changes in floor finishes can cause some confusion due to perceptual problems. If there is a step at the same time, you also introduce a trip hazard.

## Changing Rooms and Toilets

- ☐ Do you have a changing room (where applicable) where an opposite carer or partner can help out if the person needs help with their clothes?
- ☐ Do you have a unisex toilet or other facility which would allow someone to have assistance without causing them or other users embarrassment?
- ☐ Are toilet seats a contrasting colour to the walls? Toilet seats that are of a contrasting colour to the walls and rest of the toilet are easier to see if someone has visual problems.
- ☐ Are the rest of the toilets colour contrasting?

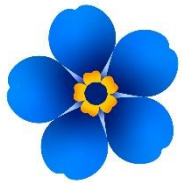
## Navigation

- ☐ Do you have landmarks around the building to help people navigate? Research shows that people with dementia use “landmarks” to navigate their way around both inside and outside. The more attractive and interesting the landmark (which could be a painting or a plant) the easier it is to use as a landmark.

Score ...../21

You should aim to score as high as possible to ensure that your environment is dementia friendly.

Please re-visit this checklist from time to time, especially after making changes within your business and continue to work on your action plan.



## **Tips for Shops & Businesses**

People with dementia may visit your shop, business or workplace. Sometimes they will need extra assistance to help them to use your services. Here are some simple tips that may help you to make your business a dementia friendly environment.

### **1. Speak Clearly**

Speak clearly, calmly and slowly to allow the person time to understand information. Use short sentences and avoid direct questions. Keep choices to a minimum and do not raise your voice. Where possible, talk in a noise free, non-distracting place or find a quiet corner. If the person finds it difficult to find a word, then you could suggest one... but be careful not to interrupt or finish the sentence for them.

- Give them time to understand what you have to say.
- Write things down to help them understand what you have said – key words or short sentences.
- Don't make assumptions about what they are trying to say.

### **2. Body Language**

People with dementia may find it difficult to understand what is being said but can be quick to interpret the message on people's faces and may still be aware of body language. Smile warmly, make eye contact, make sure you are at the person's level, use a friendly tone and respect personal space.

### **3. Listen**

Listen carefully to what the person has to say, giving plenty of encouragement, whilst looking out for other clues of what they might be trying to communicate.

### **4. Show respect and patience**

Adapt what you are saying if the person with dementia does not understand it. Allow them to find the words to tell you what they want. Don't rush and try to go at their pace.

### **5. Noise**

A person with dementia may have difficulty if there are a lot of different noises around them. Reduce unnecessary noise or move to a quieter area.

### **6. Lighting**

Make sure the lighting is sufficient so the person with dementia can see you and everything around them clearly. Turn up the lights or move to a well-lit area.

### **7. Help with handling money**

Counting money, calculating and handling change, recognising coins and banknotes and knowing the value of money can all be very difficult for someone with dementia. Offer to help by counting out money and giving a receipt.

## **8. Finding the way**

People with dementia may have forgotten where things are or they may not recognise everyday objects. They may need you to help them to find their way around. They may not be able to follow simple directions and need you to guide them to where they want to go.

## **9. Feeling Lost**

Sometimes people with dementia may feel lost in familiar places or forget where they live. If someone is lost and distressed, offer to help by asking if their address is on something they might have in their pocket or bag. If necessary, the police can help.

## **10. Recognising and finding things**

People with dementia may have forgotten what they came into the shop for, or they may have a list, but have problems finding the things they want. Offer to help with finding things on the list if they have one. Help them to choose the right amount of things, particularly if they seem to be buying an unusually large amount of something.

## **11. Making choices**

While choice is good, for something with dementia too much choice can be confusing. Ask what the person would like, e.g. a coffee, and then suggest two or three likely options. You could describe these options and remember to give a pause in between each option to allow them time to think and make a decision.

## **12. Whose Reality**

The person may be confused and say something that does not make sense to you. Avoid making the person feel embarrassed or foolish by contradicting them. Try to find a way around the situation.

## **13. Being predictable**

The person with dementia may be confused if things have been rearranged or by new people they meet. Try to keep things the same or offer additional assistance if things have changed. Try and arrange that the same person supports the person each time they visit your business but bear in mind they might not remember you or what you talked about the last time you met.

## **14. Every day can be different**

For some people with dementia what they can do changes from day to day, so how you help them may need to be different every time they visit. Look out for signs and offer help when needed. Become a Dementia Friend.

**Visit Broadstairs & St Peter's Town Council website for dementia contacts and helpful information**

**[www.broadstairs.gov.uk/community/dementia-friendly-town-scheme/](http://www.broadstairs.gov.uk/community/dementia-friendly-town-scheme/)**