

Cllr. Susan Jones

By E-mail

Please ask for: Councillor Louise Gibbard

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Our Ref: LG/WN

Your Ref:

Date: 2nd February 2024

Dear Cllr Jones,

Thank you for the invitation to attend the Adult Services Scrutiny Performance Panel Meeting on 12 December 2023. In respect of your letter, please see below in response to your requests for additional detail.

Further information on Dementia Early Help and Prevention regional work.

There are a number of local projects being delivered which focus on the Dementia Early Help and Prevention work. One of the most successful is the Dementia Hwb in Swansea. The Dementia Hwb is in an accessible, central location that can be accessed by anyone without the need for an appointment. The drop-in service enables flexibility in helping to meet people's wellbeing at a time that is appropriate to them. Various organizations attend the Hwb on a regular basis and are essential in enabling the Dementia Hwb to fully provide a wide range of resources to the public to have a comprehensive package of information and services accessible to them. In bringing together the services available across Swansea and surrounding areas it enables the visitor to access these from the same location, without the need for multiple visits to different locations. This empowers the visitor and helps to increase their wellbeing.

The Hwb is the point of contact for the community to access third party organizations on set days during the week, this includes the Welfare Benefits Team from Swansea Carers Centre, Community Memory Support Team for Swansea Bay University Health Board, Neath Port Talbot Social Services, Neath Port Talbot Occupational Therapists, Swansea Direct Payments Team, Marie Curie dementia related services, local care providers, local social groups and more. It further provides support to individuals via self-referrals or to family members seeking advice and support. The staff and volunteers at the Hwb are made up of former carers and professionals from local organizations who support those living with dementia and their carers.

In addition to the Hwb's 'shop front', there are back rooms/ spaces which offer a safe haven in the City Centre for people living with dementia to come to whilst they are shopping, enabling carers a time limited 'drop-off' to have a short respite. It provides a

PAGE 2

safe resting place for those alone and enable Hwb staff to register people for South Wales Police Keep Safe Cymru and complete the Herbert Protocol information (a national scheme that encourages carers, family, and friends to provide and put together useful information which can then be used in the event of a vulnerable person going missing. The back-office space also enables discreet conversations around personal finances, counselling sessions the possibility for memory assessments to take place.

This project has been so successful that 5 mobile Hwbs across the Region are due to open imminently.

Some feedback received from the public has been:

“It was a great comfort to me to visit the Hwb. The gentleman there listened and did what they could to help. It was a relief for me to talk about my concerns for my brother”. [Female 60+].

“I have nil to add beyond my keen appreciation for the time and energy devoted by so many”. [Male 60+].

“I remain astonished and delighted by the Hwb's continued good work. I have recommended its model to everyone I've spoken to and think one of the strongest selling points is its accessibility (even if people don't need it right now, it's far better to have 'dementia' in the heart of the community, spoken about and shared rather than another empty shop). I can't rate you highly enough”. [Female, 18-35years].

“The best thing is that it exists! I believe that it is a major step forward for Dementia awareness and signposting”.

Another project is the West Glamorgan Dementia Partnership, made up of Age Cymru (west Glamorgan), Swansea Carers Centre, NPT Carers Service and Care & Repair Western Bay, offer information, advice and assistance via a website and phone contact. This service offers signposting and a wrap-around service to help people address all of the challenges that the condition presents. In addition, the Carers Centre Swansea is a huge source of information and support for unpaid carers and those they care for.

There are a number of successful projects which specifically support people to live well with dementia through early intervention which prevents/delays escalation of need. These include Sporting Memories, an extremely popular project which has been running since 2019. The project utilizes Wales's passion for sport and rich history, to help tackle some of the biggest issues in the local area namely dementia, isolation and loneliness. The project has grown rapidly from six people in Dunvant RFC in 2019 to over 272 people supported so far this financial year across seven regional rugby clubs with an estimated social return of circa. £3 million. Using familiar community facilities to host the clubs, a friendly, sociable, and relaxed environment is achieved where people can build friendship and share experiences. Attendees can reminisce and talk about sport, maybe a game they once played in, a great match they have witnessed, or even meeting a famous sports star from the past. BBC Sport filmed a short video about the project in 2022, this link demonstrates the excellent service this project provides to the community. [BBC Two - Scrum V, The Ospreys scheme tackling dementia, depression and loneliness](#)

PAGE 3

Additionally, there are two dementia choirs, SCVS Dementia Cafes and Forget Me Not Clubs. These projects take place in many areas of the region to support people face to face to improve their physical, emotional, and mental wellbeing. All the above projects also offer information, advice, assistance, and sign posting.

Moving forwards in 2024 we are about to embark on a Listening Campaign lead by the national Dementia program and currently being piloted in Port Talbot. Gorseinon has been identified as the first area in Swansea to take part. This campaign will seek to capture dementia stories from across the area to understand what is working well, and how services can be improved. Additionally, the West Glamorgan Dementia Project Manager and Transformation Manager are working with West Glamorgan Communications Team to undertake a series of consultations with dementia groups, people living with experience and their carers to assist in coproducing the Dementia Strategic Document. This work will determine the direction of Dementia Care in West Glamorgan, to ensure the Dementia program is prioritizing what is important to the people living in our region. This will build on the recent engagement facilitated by Llais, early indication is that whilst we are delivering meaningful services which impact people positively there is still much more to be done around supporting people pre-diagnosis.

Further information on the Marie Curie Project:

The Marie Curie Dementia Care and Support Service is a mixed model of a Registered Nurse (RN) and three Healthcare Assistants (HCAs), as well as the use of Volunteers as a 'Helper' Companion Service to provide additional support for people living with dementia and their carers. The service allows carers to take a break and help the person living with dementia to complete the everyday tasks which can make a real difference to quality of life, from making a cup of tea to getting to a hospital appointment. This service is working as part of the collective early intervention and prevention approach across health, social care and third sector community services to prevent hospital or care home admissions and enable people to remain at home.

There is clinical supervision from a Registered Nurse and this role provides updated care assessments or additional advice and support. By providing care and support from HCA's for those people with higher levels or need or complexity, and from Volunteer 'Helpers' for lower-level needs, this service is enabling people to remain at home. Due to the service having a Registered Nurse as part of the team, care assessments can be undertaken to identify any increased need, as well as advice given to the person living with dementia and their family as to how best to manage their current condition. Examples of the main areas of advice and assessment given by the Registered Nurse and HCAs include nutrition, hydration, symptom management and tissue viability as well as escalating issues to the District Nurse Team. This advice and support provides valuable help to carers and families and avoids unnecessary visits to GPs or hospital.

PAGE 4

I hope you find this useful, please do not hesitate to contact us if you have any further queries around this important area of work.

Yours sincerely,



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**Y Cynghorydd Hayley Gwilliam /
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