

**TRAFFORD COUNCIL**

**Report to:** Executive  
**Date:** 3/12/13  
**Report for:** Information  
**Report of:** Executive Member for Adult Social Care; Councillor Young

**Report Title**

**Dementia Kite Mark**

**Summary**

**To introduce the Dementia Kite Mark to the Executive Members**

**Recommendation**

**To note for information**

**Contact person for access to background papers and further information:**

**Name:** Raymond Deakin  
**Extension:** 2761

**Background Papers:** None

*Implications:*

Relationship to Policy Framework/Corporate Priorities	Not applicable
Financial	
Legal Implications:	Not applicable
Equality/Diversity Implications	Not applicable
Sustainability Implications	Not applicable
Staffing/E-Government/Asset Management Implications	Not applicable
Risk Management Implications	Not applicable
Health & Wellbeing Implications	Not applicable
Health and Safety Implications	Not applicable

## **1.0 Background**

- 1.1 The number of people living with a dementia in the UK is projected to rise to 1.3 million by 2013 (alzhiemers.org.uk).
- 1.2 The number of people living in Trafford with dementia, diagnosed or undiagnosed is projected to increase by 56% by 2030 (JSNA 2012).
- 1.3 Commissioners within Children, Families and Wellbeing are working collaboratively with the Clinical Commissioning Group, commissioned service providers and the third sector to develop a Dementia Kite Mark.
- 1.4 The aim is to develop a group of standards that detail best practice in regards to delivering care and support to individuals with a dementia. Providers will have the opportunity to apply and be assessed against these standards and demonstrate through an evidence based process how they meet them.
- 1.5 The development of a Dementia Kite Mark is a recommendation produced from the findings of recent service wide reviews, including the review of Homecare Services and The Residential and Nursing Home review, both conducted by Trafford Council in 2012. The reviews evidenced that while there were pockets of good practice in regards to good quality dementia care and support; this was not a common theme throughout the Trafford market.
- 1.6 The Dementia Kite Mark will stimulate the market into thinking differently in the way in which it provides care and support to individuals with a dementia. To get providers to look at the service's that they deliver in detail, at what they are doing currently and plan what they want to be doing in the future. It will also provide service providers with valuable feedback for the people and their families in receipt of the services.
- 1.7 The introduction of a Local Authority accredited Dementia Kite Mark will further develop the competitiveness of the market and in turn improve the dementia care provision within Trafford.
- 1.8 The Dementia Kite Mark will be seen as a quality mark from the Local Authority and will further inform the choice of individuals when looking for an appropriate service to purchase for either themselves or an individual that they care for.

- 1.9 The development of the Dementia Kite Mark will also be a set of standards that commissioners can use to monitor the quality of services that are being delivered.
- 1.10 The Dementia Kite Mark is a natural progression of the successful Dignity in Care Award and is being developed with similar characteristics. It will have a both a self-assessment element followed up by a verification visit by Trafford Quality Checkers.
- 1.11 To date the Dignity in Care award has been applied for by a total of 48 social care providers, 37 of which have been successful in their application, proving through an evidenced based process the quality of services within the market.
- 1.12 Trafford Quality Checkers are a bank of volunteers, recruited by Children's, Families and Wellbeing who work as lay assessors that support a range of projects led by Commissioners. Trafford Quality Checkers go through a robust recruitment process and those recruited have a keen interest in developing social care services for adults.
- 1.13 The self-assessment element will ask providers to identify what they are currently doing to meet the ten dementia standards set out within the Dementia Kite Mark in addition to detailing what practices will be introduced or further developed over the coming twelve months.
- 1.14 Service user and carer feedback will be pivotal in the achievement of the Dementia Kite Mark. To support this, the project group will be developing a forum where individuals will be able to document in detail, their own personal experiences of services whilst at the same time allowing a platform to further inform potential purchasers of the services reviewed. Trafford Quality Checkers will also capture these during their verification visit.

## **2.0 Progress**

- 2.1 A multiagency project group has been established. Membership of the project group includes Commissioners within Children, Families and Wellbeing, Registered Managers of Older People Residential and Nursing Homes, Domiciliary Care providers, Third Sector Providers and the Clinical Commissioning Group.
- 2.2 A benchmarking exercise has been conducted into kite marks that are already in place on both a local and national level. No other local Authorities are developing a Kite Mark for dementia care.
- 2.3 The plan of wider consultation has been produced where attendees will be taken through a PowerPoint presentation on what the project group are doing, why we are doing it, how we are doing it and how individuals can support the process.
- 2.4 The project group has developed 10 dementia standards, key areas that providers will have to detail and evidence how they work towards achieving these standards for their service users during the application process. These standards cover all aspects of an individual's care and support from health and wellbeing, care planning, staffing, service culture, meaningful activities and environment.
- 2.5 A pathway for accreditation of the Dementia Kite Mark has been produced.

- 2.6 A self-assessment tool has been produced. The tool is split in to the 10 standards and providers are asked to detail both how they currently deliver services in line with best practice and how they plan to further develop their services over the coming 12 months.
- 2.7 Service specific tools have been developed for the Trafford Quality Checkers to utilise when liaising with service users and capturing their individual's experiences of service delivery. These tools are conversational pointers and are linked to the 10 standards developed for the Dementia Kite Mark.
- 2.8 It has been agreed that the My Choice Marketplace will be further developed to include the services applying for the Dementia Kite Mark. As part of the application process providers will have to apply for a profile upon the My Choice Marketplace. This will allow for an independent forum for service users and their carers to be able to detail their personal experiences of the service received. As this develops it will further inform the choice that individuals looking for a service have.
- 2.9 The involvement of Trafford Quality Checkers has been confirmed.
- 2.10 A workshop has been arranged for the Trafford Quality Checkers regarding the collation of service user feedback. This will be focused on the approach individuals should take when engaging with an individual with a dementia, how best to make the use of their time with the service users and how to deal with some of the challenges that they may face. This workshop will be supported by Philomena Farrell – Partnership Development Worker, Jessica Baker – Information Consultation Worker and Ann Johnson, A service user living with Alzheimer's.
- 2.11 A first draft of the Dementia Kite Mark page to be placed upon Trafford's My Way website has been produced. This includes references and links upon both the Dignity in Care page and the Dementia information page.
- 2.12 Four Pilot services have been identified:
- A Nursing/Residential Home
  - A Residential Home
  - A Day Support Service for Older People
  - A Domiciliary Care Service
- 2.13 Three of these services have completed the self-assessment element of the Dementia Kite Mark with the remaining one being in the process of doing so.

### **3.0 Next Steps**

- 3.1 Further development of a logo needs to be conducted and be agreed.
- 3.2 Further work needs to be completed into the marketing strategy and promotional materials available to raise awareness of the Dementia Kite Mark. Once a decision is made on what promotional materials are suitable, these will be designed and sourced ready for launch.
- 3.3 Once all pilot sites have submitted their self-assessments and the Trafford Quality Checkers have received their training. The four pilots will be taken through the process.

- 3.4 The process and tools will be reviewed for effectiveness from feedback captured from all stakeholders involved in the pilots.
- 3.5 A multiagency panel will be developed and agreed for awarding accreditation of the Dementia Kite Mark. This may include representatives from Commissioning, Operations, Healthwatch, Trafford Carers Centre, Clinical Commissioning Group and commissioned service providers.
- 3.6 A formal launch of the Dementia Kite Mark will take place.

#### **4.0 Consultation**


- 4.1 The introduction of a Dementia Kite Mark has been presented at a number of existing forums facilitated by Trafford Council and attended by service providers and service users alike. These include:
- The Dignity in Care Forum
  - Homecare SIP
  - Residential and Nursing Home SIP
  - Carers Services Board
  - Chamber of Commerce
  - Dementia Strategy Group

**Finance Officer Clearance** (JK)



**Legal Officer Clearance** MJ

**[CORPORATE] DIRECTOR'S SIGNATURE** (DB)



To confirm that the Financial and Legal Implications have been considered and the Executive Member has cleared the report.