



# Dementia Friendly Middlesbrough Application Form

## Introduction

The Dementia Friendly Middlesbrough project aims to ensure that people living with dementia can remain active and included members of their communities. In order to achieve this, it is vital that businesses and other organisations are accessible to their customers who are living with dementia. We are therefore looking for businesses and organisations to take a number of easy, low cost steps that will help them respond to the needs of their customers living with dementia and make their services more accessible.

Organisations in the Borough who are committed to supporting the Dementia Friendly Middlesbrough project and would like to be publicly recognised for the work they are doing to improve the experiences of their customers, can become a member of the Dementia Friendly Middlesbrough project by completing and submitting this form.

Membership of the Dementia Friendly Middlesbrough project is open to any organisation from the public, private or voluntary sector that operates in the Borough of Middlesbrough and:

- Is dedicated to making their own organisation more dementia friendly and is committed to supporting the development of Middlesbrough as a dementia friendly borough
- Completes and submits a short plan detailing how they will work towards the '6 Steps to Becoming a More Dementia Friendly Organisation'
- Agrees to submit a short annual review of their progress towards achieving the '6 Steps to Becoming a More Dementia Friendly Organisation'

For more information about the Dementia Friendly Middlesbrough project or the '6 Steps to Becoming a More Dementia Friendly Organisation' please visit **[www.dementiafriendlymiddlesbrough.co.uk](http://www.dementiafriendlymiddlesbrough.co.uk)**

Your completed form can be returned via:

Email: [dfc@clevearc.com](mailto:dfc@clevearc.com) or post to:

Dementia Friendly Middlesbrough  
Kirkdale  
Radcliffe Crescent  
Thornaby  
Stockton-on-Tees  
TS17 6BS

If your application is successful you will be invited to join the Dementia Friendly Middlesbrough Project Group. As a member of this group we will help you to inform people living with dementia, carers and the wider community about the work you are doing to make your organisation more dementia friendly.

## **Section1: Your Organisation**

Name of your organisation:

What type of organisation are you? (For example shop, café, transport provider):

Does your organisation operate in the Borough of Middlesbrough?

## **Section 2: Your Contact Details**

Please provide the contact details of an individual from your organisation who we can contact about the Dementia Friendly Middlesbrough project.

(Contact details will be kept confidential and will not be shared with other organisations)

Name:

Address:

Email:

Phone number (including area code):

### **Section 3: Your Plan**

This section of the form is your opportunity to develop a short plan setting out what your organisation can do to help people living with dementia access your services.

What you can do is likely to depend on the size of your organisation and the type of services you provide. If you think that any of the questions in this section are not applicable to your organisation please give your reasons in the relevant answer box.

When answering the questions in this section it may be useful to think about a number of clear things you can do in relation to each question. You can answer using bullet points where applicable.

For further guidance you can visit [www.dementiafriendlymiddlesbrough.co.uk](http://www.dementiafriendlymiddlesbrough.co.uk) or contact Brian Rowcroft or Iris Jenkins on:

Tel: (01642) 611110

Email: [dfc@clevearc.com](mailto:dfc@clevearc.com)

#### **Which senior members of staff from your organisation are supporting this project?**

(For example this could be a named manager or director)

#### **How will you listen to what people living with dementia and their carers think is important?**

(For example you could read the findings of our previous consultation or we could help you receive specific feedback about what people living with dementia think about using your organisation's services.)

#### **How will you increase awareness and understanding about dementia amongst appropriate personnel?**

(For example you could include dementia awareness in your regular training for customer facing staff. Alternatively you may wish to visit [www.dementiafriendlymiddlesbrough.co.uk](http://www.dementiafriendlymiddlesbrough.co.uk)

for information about free resources you can use to increase awareness and understanding among customer facing staff.)

**How will you make the physical environment of your organisation more accessible to people living with dementia?**

(For example this could include improving the way in which you use signs or increasing the amount of seating you provide for customers. For further examples visit [www.dementiafriendlymiddlesbrough.co.uk](http://www.dementiafriendlymiddlesbrough.co.uk))

**What will your organisation do to make your literature, publicity materials or other information more accessible to people living with dementia?**

(For example this could involve reviewing the style and layout of your brochures or website. For further examples visit [www.dementiafriendlymiddlesbrough.co.uk](http://www.dementiafriendlymiddlesbrough.co.uk))

**Is there anything else your organisation will do to improve the lives of people living with dementia in Middlesbrough?**

(For example this could include developing particular services for people living with dementia or looking at how your human resource policies can better support employees who are living with dementia or caring for a person a person living with dementia.)

**Section 4: Your Commitment**

I can confirm my organisation agrees to:

- Work towards the actions outlined in this form and support the development of Middlesbrough as a dementia friendly Borough
- Submit a short annual review of the progress the organisation has made
- Allow the Dementia Friendly Middlesbrough Working Group to share information about what your organisation is doing to make your organisation more dementia friendly

Name:.....

Date:.....