

GREATER **LONDON** AUTHORITY

REQUEST FOR DIRECTOR DECISION – DD2264

Title: Museum of London dementia project (Memories of London – working title)

Executive Summary:

This DD seeks approval for the award of grant funding as a contribution to the Museum of London's costs of its dementia project (working title: Memories of London). This is a pilot programme for people living with dementia which include outreach activities in care homes/day centres and events at the Museum.

This funding will support the Mayor's ambition towards a 'Dementia Friendly London' which is for London to be an inclusive and compassionate city where all Londoners affected by dementia are empowered and supported to live well.

Decision:

That the Executive Director approves:

Expenditure of up to £100k over three financial years from 2018-19 to 2020-21 as a contribution to the Museum of London's costs of its pilot dementia programme.

AUTHORISING DIRECTOR

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Emma Strain

Position: Executive Director for Communities and Intelligence

Signature: 

Date: 14.9.18

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 There are an estimated 72,000 people living with dementia in London. If current trends continue, there will be a 40 per cent increase in the people living with this condition by 2025.
- 1.2 As part of making London a more inclusive city for all people, the Mayor has committed to making London a dementia-friendly city by 2022. This was announced at a City Hall event in May 2018. A Dementia Friendly London is an inclusive and compassionate city where all Londoners affected by dementia are empowered and supported to live well.
- 1.3 Dementia-friendly London will consider transport, housing, health services, culture, and social integration, through the lens of dementia, with the aim that all those living with dementia in London should be empowered and supported to live well.
- 1.4 The Mayor's vision is that people affected by dementia will:
 - Travel to where they want to go safely;
 - Live somewhere they feel supported, understood and included in community life;
 - Receive the help they need to access quality health, care and support services when and where they require it;
 - Be able to participate in all that London has to offer in arts, culture and leisure; and
 - Feel confident to visit local high streets and town centres.
- 1.5 Following agreement at the London Health Board in December 2017, the GLA, London boroughs and health partners agreed to support Alzheimer's Society and encourage other partners to work towards the following goals to deliver the vision:
 - 500,000 Dementia Friends who will raise awareness of dementia-related issues in their homes and workplaces.
 - 2000 organisations that will play a leadership and advocacy role through leading by example.
 - All London's boroughs will work with Alzheimer's Society to become dementia friendly communities working with people affected by dementia to address their needs.
- 1.6 As part of Dementia Friendly London, the GLA proposes that it will:
 - Continue to support Alzheimer's Society's dementia Friendly London campaign;
 - Work towards a 'Dementia friendly GLA' – building, staff, policy and strategy;
 - Encourage and support TfL, Met Police and London Fire Brigade; and
 - Award grant funding to the Museum of London as a contribution to the costs of its dementia project.

2. Objectives and expected outcomes

Memories of London (working title) – pilot programme

- 2.1. The Museum of London is uniquely placed to deliver this project as they have a good track record of outreach and working with volunteers. A large proportion of the funding is for posts which are internal and can be mobilised very quickly.

- 2.2. The Museum of London is planning to deliver a pilot programme of outreach and museum-based activities for people living with dementia.
- 2.3. The GLA wishes to support the Museum of London's project, which aligns with Mayoral objectives (as per para 1.2).
- 2.4. The Museum of London has:
- Extensive range of London-specific artefacts in its collection;
 - Existing outreach programme, led by expert staff and supported by substantial numbers of volunteers; and
 - Leadership role within the museums and galleries community in London which will enable it to rapidly establish networks and sharing of learning across London and increased the potential to sustain the approach beyond the lifetime of this grant.
- 2.5. The programme will aim to promote the wellbeing of people living with dementia by using the museum's collections as the basis for reminiscence and other activities that draw on object handling and creative approaches such as music, storytelling, art, craft, poetry and drama. The outreach elements will focus on local authority care homes and day centres, with an emphasis on the outer boroughs. Museum-based activities could include dementia-friendly tours of the galleries and exhibitions for people in the early stages of dementia, and events for carers of people living with dementia and their wider families.
- 2.6. The Museum of London will work with local partners, e.g. local authority wellbeing teams, medical and healthcare providers, support groups, museums and archives, in the development and delivery of the programme. The Museum of London will also connect with other museums throughout the UK that have similar programmes e.g. National Museums Liverpool, Tunbridge Wells Museum & Art Gallery, the Geffrey Museum and Dulwich Picture Gallery for advice and key learnings.
- 2.7. The outreach sessions will be tailored to meet the individual needs and circumstances of each group and will be discussed and agreed in advance with care home and day centre managers. Some aspects of the programme may include:
- Visiting the location once a week over five or six weeks, some may be regular sessions for a group that meets at the Museum or at their local museum; and
 - One-off visits as part of the care homes' or day centres' changing programme of activities. Museum-based events will be planned and delivered in consultation with users and support organisations.
- 2.8. The programme anticipates that it will achieve:
- 1,000 engagements with people living with dementia in year 1 and 1,500 engagements in year 2. (ie one person taking part in five sessions is five engagements); and
 - 100 carers/family members will take part in events in year 1 and 200 in year 2.
- 2.9. The second year of the programme will aim to establish a network group for museums and galleries throughout London to enable the sector to share and promote best practice in working with people living with dementia.

- 2.10. An evaluation framework for the programme will also be developed to assess the impact of the different approaches used.
- 2.11. The budget breakdown of the grant of £100,000 (24 months over 3 financial years) to the Museum of London's dementia project will be as follows:

Year 1 (i.e. October 2018 – March 2019)

- £16,750 - Staffing (2 part-time roles of Programme Manager and Programme Coordinator)
- £400 - Volunteer expenses training and DBS checks
- £2,000 - Freelancer fees
- £3,450 - Transportation
- £1,000 - Materials
- £1,000 - Marketing
- £400 - Dementia Friends training for front-of-house staff

TOTAL £25,000

Year 2 (i.e. April 2019 – March 2020)

- £33,500 - Staffing (2 part-time roles of Programme Manager and Programme Coordinator)
- £800 - Volunteer expenses training and DBS checks
- £4,000 - Freelancer fees
- £6,900 - Transportation
- £2,000 - Materials
- £2,000 - Marketing
- £800 - Dementia Friends training for front-of-house staff

TOTAL £50,000

Year 3 (i.e. April – September 2020)

- £16,750 - Staffing (2 part-time roles of Programme Manager and Programme Coordinator)
- £400 - Volunteer expenses training and DBS checks
- £2,000 - Freelancer fees
- £3,450 - Transportation
- £1,000 - Materials
- £1,000 - Marketing
- £400 - Dementia Friends training for front-of-house staff

TOTAL £25,000

3. Equality comments

- 3.1 The programme has been considered in light of the draft Mayor's Health Inequalities Strategy (HIS) which was subject to an Integrated Impact Assessment and will support the delivery of Objective 4.1 "It is easy for all Londoners to participate in community life". The programme, which is focused on dementia, will target older people – thereby addressing one of the protected characteristics (age) and will support social cohesion and reduce social isolation and fostering good relations between people of different ages and backgrounds. This programme also helps to address feedback to the public consultation on the draft (HIS) that highlighted a lack of proposals around older people.
- 3.2 Consideration has been given to the way that using volunteers can help to reduce prejudice and stigmatisation of a vulnerable group. In addition, consideration has been given to how the programme can reduce inequalities between different ethnic groups, for example where BAME populations experience higher prevalence and lower diagnosis rates for dementia than the London average. Consideration has also been given to the extent to which the programme will target socio-economic

disadvantage through targeting disadvantaged locations and the economic circumstances of the beneficiaries.

- 3.3 In considering whether to award this grant funding consideration has been given to the alignment with the Mayor's Equality, Diversity and Inclusion Strategy and its aim to increase chances for Londoners to join community life. Research will be undertaken to target the beneficiaries taking into consideration dementia prevalence, health inequalities, index of multiple deprivation, and will in particular seek to reflect London's diversity.

4. Other considerations

(a) Major risks and issues

- 4.1 Risk assessments have been conducted for each element of the programme. The biggest cross-cutting risks identified are as follows.

Risk	Mitigation
Poor take up from care homes	Work with Association of London Directors of Adult Social Services and care home providers
Delays/ failure to recruit	Work with Museum of London to promote and make available to internal staff and as secondments
Little impact on health inequalities through take up by more engaged communities in affluent areas	Work with Alzheimer's Society, local councils and GLA intelligence team to target and evaluate.

(b) Links to Mayoral policies and strategies

- 4.2 The award of grant funding proposed aligns with delivery of the Mayor's Health Inequalities Strategy (a statutory duty under the GLA Act 1999) in particular to increase chances for Londoners to join community life (Objective 4.1).
- 4.3 The project supports delivery of the Equality, Diversity and Inclusion strategy and aligns with the Mayor's commitment to the United Nations Age Friendly City initiative to which he signed in June 2018.
- 4.4 It is also directly linked to the delivery of the Mayor's commitments to make London a dementia-friendly city by 2022.

5. Financial comments

- 5.1 The expenditure of up to £100,000 will be funded from the 2018-19 Museum of London's Dementia programme budget within the Health, Education and Youth Unit, with cost to be incurred and budget profiled over three financial years in 2018-19 (£25k), 2019-20 (£50k), and 2020-21 (£25k).

6. Legal comments

- 6.1 The foregoing sections of this report indicate that:
- 6.2 The decisions requested of the director concern the exercise of the GLA's general powers, falling within the statutory powers of the GLA to do such things as may be considered to be facilitative of or

conducive or incidental to the promotion of social development in Greater London in manner promotes equality of opportunity for all people and health inequalities between persons; and

6.3 In formulating the proposals in respect of which a decision is sought officers have complied with the GLA's related statutory duties to:

- (a) pay due regard to the principle that there should be equality of opportunity for all people;
- (b) consider how the proposals will promote the improvement of health of persons, health inequalities between persons and to contribute towards the achievement of sustainable development in the United Kingdom; and
- (c) consult with appropriate bodies.

6.4 In taking the decisions requested, the director must have due regards to the Public Sector Equality Duty - namely the need to eliminate discrimination, harassment, victimisation and any other conduct prohibited by the Equality Act 2010 and to advance equality of opportunity and foster good relations between persons who share a relevant protected characteristic (race, disability, gender, age, sexual orientation, religion) and persons who do not share it (section 149 of the Equality Act 2010). To this end, the director should have regard to section 3 (above) of this report.

6.5 Sections 1 to 4 of this report indicate that the expenditure proposed amounts to the provision of grant funding as a contribution to the project costs of the Museum of London and not a payment for services to be provided. If correct officers must ensure that the proposed funding is disbursed in a fair and transparent manner in accordance with the GLA's Contracts and Funding Code and appropriate funding agreements are put in place between and executed by the GLA and Museum of London before any commitment to the provide funding is made.

7. Planned delivery approach and next steps

Activity	Timeline
Project staff in post from 1 October; consult potential users and benchmark against other museums that are doing this kind of work	Oct 2018
Agree objectives, targets and year 1 budget with GLA; test proposed approaches with users; create evaluation framework for programme	Nov 2018
Continue to test proposed approaches with users and plan pilot project and sessions	Dec 2018
Pilot a 4-week project with a care home or day centre; pilot outreach sessions; deliver phase 1 Dementia Friends training to museum front-of-house staff	Jan – Mar 2019
Pilot dementia-friendly tours in the museum; pilot museum-based sessions; develop and promote programme for Jul – Sep	Apr – Jun 2019
Deliver programme of onsite tours and sessions and a programme of outreach sessions; deliver one 4-week project with a care home or day centre; evaluate year 1 with recommendations for year 2; agree year 2 targets and budget with GLA	Jul – Sept 2019
Deliver Year 2 programme (one outreach visit per week, one museum-based tour per month, one museum-based session per month, one 4-week project every quarter, one museum-based event for carers per quarter)	Oct 2019 – Sep 2020

Large scale museum-based Christmas event for people living with dementia and their carers	Dec 2019
Deliver phase 2 Dementia Friends training for front-of-house staff	Jan – Mar 2020
Evaluate year 2; large scale end of year 2 museum-based celebration event for people living with dementia and their carers	Apr – Sep 2020

Appendices and supporting papers:

Appendix A – Grant Letter

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary.

Note: This form (Part 1) will either be published within one working day after approval or on the defer date.

Part 1 Deferral:

Is the publication of Part 1 of this approval to be deferred? NO

If YES, for what reason:

Until what date:

Part 2 Confidentiality: Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form? NO

ORIGINATING OFFICER DECLARATION:

Drafting officer
to confirm the
following (✓)

Drafting officer:

Gus Wilson has drafted this report in accordance with GLA procedures and confirms that:

✓

Assistant Director/Head of Service:

Vicky Hobart has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

Financial and Legal advice:

The Finance and Legal teams have commented on this proposal, and this decision reflects their comments.

✓

Corporate Investment Board:

The Corporate Investment Board reviewed this proposal on 17 September 2018.

EXECUTIVE DIRECTOR, RESOURCES:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature

M. D. Allen

Date

12.9.18