Working towards making Royal Greenwich a dementia friendly Borough - We need businesses on board

There is a new initiative for Royal Greenwich to become a dementia friendly Borough and we would like services and businesses to get involved.

The current estimated number of people with dementia living in Greenwich is 2,073. Each person with dementia may have at least one family carer who supports them every day; these are potential customers and service users. Additionally there are estimated to be over 100 people under 65 with young onset dementia. Many of those people are still of working age and actively contributing to the economy and using services.

What is a dementia friendly environment?

A dementia friendly environment is not only the built/ physical environment but also the social environment. Both are equally vital to the wellbeing of the person with dementia and their carer.

The built/physical environments include outside and inside spaces such as cafes, gardens, waiting rooms, public areas. An inclusive environment can be achieved by increasing the level of natural light, colour contrast interior design, good clear signage, and easy physical access.

The social environment are spaces for interaction, for example, providing enough comfortable spaces for both relatives and the person with dementia to interact, having a quiet area if people find it difficult to deal with a lot of noise and staff being patient and talking clearly can all contribute to living better with dementia.

Why do we need dementia friendly environment?

Our ageing population is growing so is the need for physical and social adaptations and services, for example as we age our eyesight deteriorates, red and yellow are the colours which are more vivid at this time. We might find it difficult to act quickly or make a decision; therefore slower cash register lanes and patient staff could make a significant difference to a person with dementia and their carers’ life. A dementia inclusive environment is inclusive for all.

Why should I be part of this movement?

- Attract more customers and increase customer and staff satisfaction
- Have a business that is an understanding place for people with dementia
- Receive free Dementia Awareness training for staff
- Get Borough wide and national dementia friendly environment recognition
- Receive a window sticker to indicate service is Dementia Aware

How to become part of this initiative?

We can work with you to build on your existing good customer care practices to adapt your services/environment to be more dementia friendly. For more info contact: Angelika Welzel-Connolly, Dementia Action Coordinator

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