

## Join our campaign to help people with dementia

Do you know someone with dementia who needs a holiday? Do you know a carer or family member who needs a respite break?

Dementia Timeout, a new social enterprise, is being established to provide high quality, dementia-friendly self-catering accommodation for people with dementia, their carers and families.

Launched by Jennifer and Paul Roberts, Dementia Timeout – an innovative online service – will also promote:

- ❖ *Dementia-friendly cafes and restaurants and places to go for people with dementia;*
- ❖ *The latest assistive technology to help people with dementia to remain in their own homes – and lead independent lives;*
- ❖ *Up-to-date information on the latest innovations in dementia care.*

Jennifer, a specialist in dementia care and training, said: 'We are looking at a number of holiday properties that would be suitable for use for holidays or respite breaks for people with dementia, their carers and families.

'If you know someone who would benefit from taking a holiday in a dementia-friendly property, we would like to hear from you.'

Contact us on 01877 386332

### Have your say

**Do you think councils should stop providing care? Can Scotland afford to continue with free personal care for the elderly?**

Email your views to us at:  
[pdjroberts@btinternet.com](mailto:pdjroberts@btinternet.com)



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## Is this the end of care as we know it?

AS THE UK faces unprecedented cuts in public spending, two key questions are being asked: Is it time for local authorities to focus on commissioning care, not providing it? And can cash-strapped Scotland afford to continue providing free personal care for the elderly?

Many local authorities are looking to reduce their social care spending by between 25 and 40% as they face major cutbacks in their budgets over the next three years. Jobs will be lost – and many councils will look to out-source more social care work to charities and independent providers.

So do these drastic times demand drastic measures? Well, there are growing calls for local authorities to 'bite the bullet' and accept that they may no longer have the resources to provide home care services.

A Government 'think tank' has already suggested that the possibility of the NHS taking over responsibility for social care funding from local authorities be investigated (see Issue 1 of CFYB Newsletter).

Tony Banks, the influential chairman of Scotland's Balhousie Care Group, has called for local authorities to be commissioning care, not providing it. In a hard-hitting article in *The Scotsman*, he said: 'Their (council) properties should be sold to the private sector, releasing hundreds of millions of pounds, or leased to private providers, providing a lucrative revenue-stream for councils facing severe budget cuts.'

Mr Banks said that the funding of long-term care was a socio-economic time bomb that successive governments at Westminster and Holyrood had 'failed to defuse'. Warning that 'inaction was not an option', he has suggested that there be a 1p increase on the basic rate of tax (raising £4.5

billion a year across the UK) ring-fenced to help pay for the long term care of the elderly. Meanwhile, there are growing fears that free personal care in Scotland – presently costing about £376 million a year – could be unsustainable. Scotland is expecting budget cuts of about £1.5 billion for the 2011-2012 financial year – about 6% of its total spending.

The Scottish Government has given a clear commitment to continuing with free care, saying it has improved the lives of tens of thousands of vulnerable elderly people.

Question marks over the future of free personal care for the elderly have been raised by COSLA, the representative voice of Scotland's 32 local authorities. It believes that now may be the right time to look at the affordability of the policy, particularly as the cost of free care has doubled since it was first introduced in 2003. Under the policy, people aged over 65 who live at home are not charged for personal care services, while those paying their own way in care homes get £149 a week for personal care and £69 for nursing care.



Specialists in developing care businesses

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# CFYB dementia update

## Key issues of the 21<sup>st</sup> Century

The Stirling-based Dementia Service Development Centre's 4<sup>th</sup> International Conference will be held in London from October 19-21. The conference will focus on critical issues given priority in the national dementia strategies both for the UK and internationally.

Keynote speakers at the event (Coming of Age: Dementia in the 21<sup>st</sup> Century) will include:

**Professor Sandrine Andrieu**, Professor of Epidemiology and Public Health at the Toulouse University School of Medicine;  
**Professor Henry Brodaty**, Professor of Ageing and Mental Health and Director of the Australian government funded Dementia Collaborative Research Centre at the University of New South Wales;  
**Professor Stephen G. Post**, Professor of Preventive Medicine and Director of the Center for Medical Humanities, Compassionate Care, and Bioethics at Stony Brook University;

**Professor Emma Reynish**, a consultant physician in Internal Medicine and Geriatrics at Victoria Hospital Kirkcaldy, and Honorary Professor in Dementia Studies, University of Stirling.

For more information, visit [www.londondementiaconference.com](http://www.londondementiaconference.com)

### SPECIAL OFFER...

If you would like to attend the conference, contact the DSDC and quote the exclusive code *JCSM21* to claim a 10% reduction on attendance prices. The offer is valid up to September 17.

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## Preventing diabetes could hold key to reducing cases of dementia

NEW research has revealed that health initiatives focusing on preventing diabetes and depression could be critical in reducing the number of cases of dementia.

The study, published in the British Medical Journal, also suggests that better education and encouraging people to eat more fruit and vegetables would have a great impact.

Researchers from Imperial College and the Colombiere Hospital in Montpellier tested 1,400 people in France for signs of dementia after two, four and seven years. They found that eliminating



depression and diabetes and increasing fruit and vegetable consumption led to a 21% reduction in new cases of dementia.

The researchers concluded that early screening for

diabetes and treatment of depression would be the way forward for reducing the number of future cases.

*A new report has confirmed what many of us knew already – that many patients are missing out on early treatment for dementia because GPs are failing to diagnose the condition early enough.*

*Research by the Medical Research Council reveals that life expectancy for people diagnosed by their GP is much lower than those who are screened for dementia in research studies.*

## Join the Memory Walk

One of Alzheimer Scotland's largest annual fundraising events will be held at Inveraray Castle on September 19. Alzheimer Scotland's Memory Walk offers a great opportunity to enjoy a fund day out with family and friends in the beautiful castle grounds, on the shores of Loch Fyne.

A spokesman for the charity said: 'With a variety of routes and distances, there is something for everybody no matter what age you are... and best of all it is about doing something to build memories!'

For details on sponsorship forms, phone 0845 2600789.

## Stress link to dementia

Middle-age stress could lead to the development of dementia later in life, according to research from the University of Gothenburg, Sweden.

The link between psychological stress and dementia was identified in a 35-year study of 1,415 women in Sweden.

A spokesman for Alzheimer's Society said: 'Not only can stress be unpleasant but this study also suggests that it could have an impact on your health later in life.'

'This large study is interesting and builds on recent evidence connecting depression and dementia. We now need to understand why this link exists.'

### Dementia Conference diary...

**Unfettering the Imagination Quality and Creativity in Dementia Care**, September 9 2010, Regents College Conference Centre, Inner Circle, Regents Park, London. Contact: [www.rcpsych.ac.uk](http://www.rcpsych.ac.uk)

**Alzheimer's Society Annual Conference & AGM 2010**, September 17-18 2010  
Location: Warwick University. Contact: [www.alzheimers.org.uk](http://www.alzheimers.org.uk)

**Alzheimer Europe Conference: Facing Dementia Together**, September 30-October 2 2010, Luxembourg.  
Contact: [www.alzheimer-europe.org](http://www.alzheimer-europe.org)

**5th UK Dementia Congress**, November 9-11 2010, Bournemouth International Conference Centre. Contact: [www.careinfo.org](http://www.careinfo.org)



# Paul's view on social care

## How elderly are being put at risk

IMAGINE a sleepy cul-de-sac where the vast majority of residents are pensioners seeing out their 'twilight years' in peace and harmony.

Now add a young, violent and abusive neighbour who terrorises the community, leaving a trail of devastation in her wake.

It's the equivalent to giving someone a loaded gun and allowing them to roam the streets to do their worse.

Of course this doesn't happen, you might think. But you would be wrong – and here's an example to prove it.

For many years the homes in the cul-de-sac described here (a social housing development in the South West) were occupied only by people aged 55 and over.

The cul-de-sac recently lost its 'sheltered housing' status – opening the door for tenants of all ages and backgrounds to live there.

Just a few months ago a young woman in her 20s moved into one of the houses and immediately made her intentions clear. She:

- Frightened and intimidated her elderly and frail neighbours with her foul and abusive language
- Used her car as a 'tool' in her bullying campaign, parking in an increasingly aggressive manner
- Turned the outside of her property into a waste tip, not caring about the trouble she was starting to cause.

Her campaign of terror reached a climax when she (allegedly) poured paint over two cars, leaving a trail of damage in the street.

She was seen to hurl a tin of white paint – identical to that found on the cars – across a private garden, scattering its contents across gravel, a path and front door.

She angrily confronted her neighbours, hurling abuse after abuse at them – a scene witnessed by many passers-by.

Police were called, steps were taken to take out legal action against her – but while all this was going on she remained free to intimidate her neighbours. Many of the elderly residents – being treated for cancer and heart and other serious health conditions –



Abusive woman stands out from the crowd for all the wrong reasons

asked to be moved to a new area, fearful of further attacks.

The system seems incapable of protecting their security and rights – but appears to be designed to allow this woman to continue her reign of terror unchecked. It seems that she was evicted (or 'transferred') from a social housing development just a few miles away earlier this year

following complaints about her behaviour.

So how can someone like her be given another home – and in an area occupied by vulnerable elderly and disabled people?

It appears that she is classified as 'needy' and there is an obligation to house her, regardless of her appalling behaviour to others.

It is clearly unacceptable that someone with a track record of violent and abusive behaviour be allowed to live among frail and elderly people.

If she stays, she will continue to wreak havoc in this community – and will no doubt be protected as she terrorises others. If she moves on, she will be foisted upon another unsuspecting community who will have to endure her bullying antics.

The police and landlords seem incapable of dealing with her effectively. If this is care in the community, then it is about time it is abandoned.

The woman described here almost certainly needs 24-hour support and care in a secure environment until she can prove she is fit to live in a community.

The current system is clearly not working. In fact it stinks. If you disagree, ask the people in the sleepy South West cul-de-sac what they think.

*You might wonder what has this got to do with social care.*

*Many elderly people in social housing – including this cul-de-sac – receive, or are about to receive personal and other care support.*

*The health and wellbeing of these people are being put at risk by the irresponsible placement of troublesome tenants in their communities.*

*The person or persons who brought this woman to the community featured here (in this case, it appears to be the housing association) – must now take responsibility for their actions.*

## Cuts: Are we getting a raw deal?

The cuts have begun and already there is talk of a 'winter of discontent' with strike action and protests sweeping the UK.

Local authorities are slashing budgets and the axe is about to fall on tens of thousands of public service jobs. There are fears that as many as 50,000 public service jobs could be lost in Scotland alone. Social services leaders are warning that some councils in the UK are considering cuts of up to 40% to adult services.

The outlook is grim and my worry is that the 'race' to cut budgets is being carried out with too little regard being given to the consequences.

Our new Coalition Government appears to be obsessed with announcing and making cuts – to the point where gloom and despondency are the order of the day. We all know it is easy to make substantial savings quickly. It is much harder to ensure the right decisions are made and the implications of those decisions are fully considered.

It is fine to say that 'we all face uncomfortable times'. But how can we be sure that the Government and councils are being fair and reasonable in making swingeing cutbacks?

One local authority – Leicester City Council – has agreed to sack 1,000 workers over the next four years to make £100 million in savings. The same council is planning to buy Apple iPads for its 54 councillors at a cost of £40,000.

Conservative-run Buckinghamshire County Council is cutting its education and social services programmes by more than £5 million – but has avoided cuts in road maintenance. In Derbyshire, people with 'moderate' care needs are being excluded from adult care support in a bid to save £4 million.

So this is how we are tackling the public spending crisis. No wonder public alarm is growing.

# CFYB how we can help you

## Do you need news or a blog for your website?

Good vibrant content is critical to the success of your website? Updating news items on your site and a regular blog is the best way to get your site noticed – and have an excellent presence on search engines. We can write a regular blog or news items for you for just £20 a month. Interested? Then call Paul on 01877 386332 or email him on:

[pdjroberts@btinternet.com](mailto:pdjroberts@btinternet.com)



## Do you need a top manager?

We have a proven track record in helping companies recruit top professionals to keep their businesses ahead of the rest. Want to know more? Then contact us today.

## Want your own newsletter?

If you like this newsletter and would like to have one for your business – we can help you. We can produce a monthly or quarterly newsletter to suit your needs. It can help keep your customers – and staff – informed of what you are doing and play a key role in marketing your services. For more information, contact Paul or Jennifer on 01877 386332 or email us at:

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## A great website doesn't have to break the bank, writes Paul Roberts

SO HOW do you make your website stand out from the crowd?

You may think it is impossible with tens of millions of sites to visit on the internet.

But with a little investment – and some of your precious time – you can ensure your website gets the recognition it deserves.

The best websites:

- ❖ Are easy to find on search engines (Google etc)
- ❖ Are easy to understand and navigate
- ❖ Have a unique and striking design
- ❖ Have unique and fresh content – getting straight to the point

Joining this exclusive club doesn't have to cost a lot of money.

To get the most out of your website (new or if you are revamping your existing one):

- ❖ Properly research sites you like/admire – identify what you like about them
- ❖ Ensure you commission a professional website designer
- ❖ Make clear from the start what you want to achieve – let the designer worry about how you get there
- ❖ Negotiate on price – it's a hugely competitive market place
- ❖ Be clear on colour, images, text and look – the word and pictures are critical



*We can work hand in hand with you to improve your website*

Don't be confused or worried by:

- ❖ Internet-savvy web design companies
- ❖ Search Engine Optimisation
- ❖ The online marketing minefield
- ❖ Content management systems
- ❖ Dashboards
- ❖ Blogging

Some website designers may try to bamboozle you with the science of websites.

They will tell you how great they are at SEO and attempt to get you to spend thousands on online marketing – much of which will be irrelevant to your business.

Keeping your site up to date with fresh content is the best way to get noticed and to get a good rating/position on search engines. Blogs particularly are a great way of doing this – particularly if you allow customers to comment on them.

An inexpensive content management system allows you to edit your own pages – and change the content regularly. If you have the time to write a regular blog (about your business or the sector you are in) you will be amazed at how many people get to read it.

### The must-dos

- ❖ Keep the content fresh
- ❖ Ensure emails and telephone numbers listed are up to date
- ❖ Respond to all online enquiries within 24 hours – and earlier if possible!

### Remember:

- ❖ Like an old newspaper, no-one wants to read an out of date, out of touch website;
- ❖ A website is a shop window for your business – it is meant to lure them in and encourage them to ask you for further information.

*Caring for your Business has just completed the content for two websites for a North London home care agency. The sites will now provide the springboard for their new marketing campaign.*

*We specialise in planning and writing content for websites – and writing regular blogs. If we can help you, call Paul or Jennifer on 01877 386332 or email us at: [pdjroberts@btinternet.com](mailto:pdjroberts@btinternet.com)*