



Innovate & Cultivate Fund

Develop your dementia-friendly community with a grant from the Innovate & Cultivate Fund

A dementia-friendly community is a village, town or city where people with dementia enjoy living, feel part of and are understood, respected and supported. There are currently 3 communities in Cambridgeshire recognised as 'Working to become dementia-friendly' under the Alzheimer's Society recognition scheme, with 12 further communities working towards it. A dementia-friendly community can be developed by a new or existing community organisation, such as a community group, voluntary organisation, a group of individuals or a Parish or Town Council.

Cambridgeshire County Council particularly welcomes applications to the [Innovate & Cultivate Fund](#) to help communities across Cambridgeshire to become more dementia-friendly. You can apply for up to £2000 over two years to make dementia-friendly physical enhancements in your community alongside gaining the commitments of individuals, organisations and businesses.

What is a dementia-friendly community?

We all know someone living with or affected by dementia whether it is a family member, a friend, a neighbour or someone we have met in our local community or through our place of work. In a dementia-friendly community they can continue to do the things they want to for as long as possible.

Creating a dementia-friendly community involves raising awareness through Dementia Friends Information Sessions, and getting local organisations and businesses to take simple actions as part of their commitment to the community working to become more dementia-friendly. This could involve improvements to the environment like rest benches, signage or awareness raising amongst staff to help everyone understand dementia.

What makes dementia-friendly communities suitable for this fund?

Dementia-friendly communities are vital in helping people to live well with dementia and remain a part of their community. Too many people affected by dementia feel society fails to understand the condition they live with, its impact or how to interact with them. That's why people with dementia sometimes feel they need to withdraw from their community as the condition progresses. If appropriately supported, people with dementia can continue to play an active and valuable role even years after diagnosis.

In a dementia-friendly community people will be aware of and understand dementia, so that people with dementia can continue to live in the way they want to and in the community they choose.

This enables people to maintain a good quality of life and remain independent in their own homes if they wish to. It can prevent carer breakdown and delay the need for more costly intensive or specialist care. The community will have input from people with dementia at its heart, right from the outset.

What do you need to start a dementia-friendly community?

- People:** Dementia-friendly communities work best when they're led by local people. Join with other interested people locally to form your 'steering group.' Get the word out via articles and events. Ask people if they are interested and, if they are affected by dementia, what would make the biggest difference for themselves living in your community. Keep it as informal as possible. Think about tasks rather than formal roles if that helps some people to get involved.
- A good understanding of your community:** What local projects, groups and businesses already exist in your community? Talk to them about how a dementia-friendly community could complement and add value to the great work they do. You can also learn more about your community from the County Council Parish Profiles - <https://cambridgeshireinsight.org.uk/parish-profile/>

What we can provide:

- Start-up Funding:** You can apply for a grant of £2000 over two years for your dementia-friendly community from the Innovate & Cultivate Fund. The chart below illustrates some of the things your community might benefit from and should be adapted for your grant application form. Funding may also be available from sources such as your Town or Parish Council, local businesses, charitable grants and your own fundraising efforts. For further funding opportunities please see: <https://www.idoxopen4community.co.uk/supportcamb>
- Support:** The Alzheimer's Society provides advice, tools, templates and help to enable communities to become dementia-friendly. There is a network for Cambridgeshire which meets quarterly, with an open invitation to all leads of current dementia-friendly communities and those that are thinking about getting started. The network aims to share latest updates and resources from the Alzheimer's Society, and examples of successes and challenges that communities have experienced.

Typical costs that can be adapted for your Innovate & Cultivate application

Item	Description	Year 1
Physical improvements	E.g. A rest bench, new signage.	£1500
Venue hire	Community venues for meetings, events and training. Many communities don't have these costs as they negotiate free use of community halls and spaces.	£100
Refreshments	Tea, coffee, squash and other sundries for meetings, events and training.	£50
Publicity materials	Promotional materials to help spread the word.	£50

What do I need to do next?

Every community is different so we strongly recommend doing some research and scoping to see if developing a dementia friendly community is right for you and your community *before* you apply for funding. We recommend talking to Fiona Wynde at the Alzheimer's Society on 07484 924 563 or email Fiona.wynde@alzheimers.org.uk

Promote awareness – Free Dementia Friends Information Sessions give the right amount of information. Think about offering these at times when a wide range of community members could get to them. You can find a Dementia Friends Champion to deliver awareness raising in your community by requesting a session [here](#).

We are also encouraging applications to set up Good Neighbour Schemes, Timebanks and Men's Sheds, and the fund is also open to applications for any projects that reduce pressure on Council services and/or offer direct savings for the Council.

The Innovate & Cultivate Fund application form and further details about the fund including application deadlines and pre-application advice sessions may be found at <https://www.cambscf.org.uk/icf.html>.

Good luck!

Further information and resources:

Alzheimer's Society – Guidance on becoming a dementia-friendly community

<https://www.alzheimers.org.uk/get-involved/dementia-friendly-communities/how-to-become-dementia-friendly-community>

Dementia-Friendly Guides

- [Dementia-Friendly Rural Communities Guide](#)
- [Dementia-Friendly Sport & Physical Activity Guide](#)
- [Dementia-Friendly Church Guide](#)
- [Faith Action – Dementia resources](#)
- [Dementia-Friendly Workplace](#)
- [Guide for Customer-facing Staff](#)
- [Dementia-Friendly Retail Guide](#)
- [LGA Guidance for Local Councils](#)

Other useful guides can be downloaded here: <https://www.alzheimers.org.uk/dementia-friendly-resources>