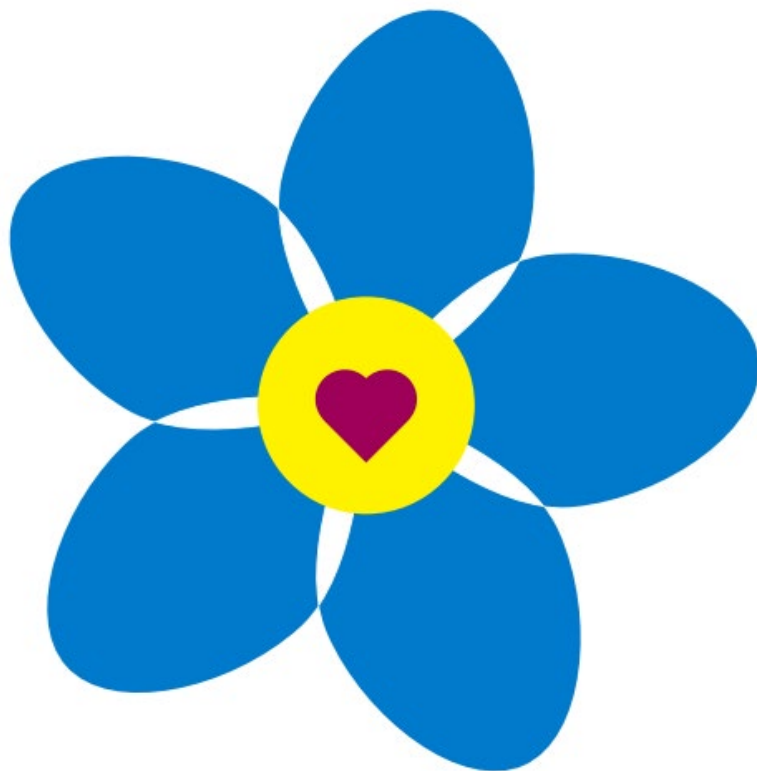


**MAYOR OF LONDON**

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# **Dementia Friendly Venues Charter Framework**



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# Introduction

We should all be able to engage with the arts and be creative throughout our lifetime. But the reality for many people who are living with dementia means that many have not necessarily been able to enjoy such spaces.

“We are different, and people often quickly stereotype”.

What we do know is that there are around 850,000 people living with dementia in the UK, with around 72,000 of them living in London, and this figure is set to rise as the population ages. These numbers, together with carers of people with dementia, represents an enormous audience that many venues might have previously neglected.

“People need to understand the different needs of people affected by dementia and how they differ.”

Becoming a dementia-friendly venue means that people living with dementia, their families and carers will be able to connect with these organisations enabling people to carry on doing the things they want to do and most likely used to do before being diagnosed. In short, a diagnosis should not stop you from doing things you enjoy.

“Having staff who are trained is key for me, and to be aware of dementia is essential. That is a step in the right direction. To be pleasant and friendly and ready for any eventuality that may arise. And to feel completely safe and comfortable, we need as many staff as possible to understand how we may see the world.”

We have an opportunity to tackle this lack of understanding and stigma that is associated with having dementia. This Charter is not static, it can and will adapt and grow where each organisation will be able to contribute and influence it by adding their own personal touch. If we all commit and embed it into the thinking and practices of our organisations, it will survive, thrive, and succeed.

“Implementing these guidelines means it needs people and organisations to be committed. I will be excited when it is executed, and I cannot wait to see the actual results and commitment being met.”

Not every section of the Charter will apply to every organisation. However, there is something there for everyone to begin the journey of laying down a foundation in making meaningful difference to the lives of people affected by dementia. In addition, signing up to the Charter will have wider benefits especially for those who are elderly or with disabilities. Getting it right for those who are affected by dementia means that accessibility for a whole community of people will be improved.

“The charter in itself launching will once again give a rise to awareness raising for dementia. This is a positive!”

In 2018 the Mayor of London and Alzheimer's Society, with the support of other partners including the NHS, London boroughs, businesses, Transport for London and the Metropolitan Police, launched Dementia Friendly London with the shared ambition to make London the first dementia-friendly capital city in the world. The ambition for the project is for every Londoner affected by dementia to be able to enjoy the best possible life, no matter who they are or where they live.



One of the fundamental elements to creating Dementia Friendly London is enabling Londoners living with dementia to access all that London has to offer. London boasts some of the world's finest artistic and cultural institutions and is a truly global city with rich cultural diversity. Promoting equitable and sustained access to arts and culture for all Londoners living with dementia is a part of supporting people to live well with dementia, a key outcome to creating a dementia friendly city.

The key areas of focus are:

**People** – working with people living with dementia and raising awareness and understanding of the condition across the city

**Place** – Building our city in a way that people can access it, navigate it and feel supported within it

**Process** – helping Londoners affected by dementia to take part in everything and anything they want to through designing and adapting systems to support them overcome their challenges

The Charter has emerged from consultation with people affected by dementia, their carers and different organisations within the arts and culture network. The purpose of the Charter is to define and test what makes arts and cultural venues dementia friendly.

We want to remove the stigma that people who have been diagnosed with dementia are suffering. People can still live well with dementia. Although there is no cure for

dementia, scientists and researchers are working hard to find one. Until that day comes, support is available that can help with managing daily life. These can allow people with dementia to lead active, purposeful lives and carry on doing the things that matter to them most. Therefore, organisations need to be mindful when describing people living with Dementia.

The framework of the Charter will provide guiding principles and practical suggestions to make London's arts and culture sector accessible to those affected by dementia.

This includes guidance and evaluation on areas such as:

- Organisational change
- Education and training provision
- The physical environment and space
- Programming

*The quotes throughout this toolkit come from the Dementia Voice National Group consisting of people living with dementia alongside their carers.*

## Making a Change: 5 Key principles



These are the five key principles that leads the Greater London Authority's and Alzheimer's Society's work:

**Knowledge** – increasing understanding by making sure that the staff/volunteers can support people living with dementia by ensuring that they have the right training, knowledge and guidance. This includes ideas and examples of best practice to support people with dementia.

**Inclusivity** – being inclusive by ensuring the environment is welcoming by having staff who are specifically trained and on hand to assist those visitors who may need extra help along with specific dementia-friendly/inclusive programming.

**Accessibility** – being accessible by making sure that the physical space meets the needs of those who are affected by dementia by providing some examples of these potential barriers.

**Communication** – communication clearly by making sure that all marketing material/communications are all dementia-friendly. Meaning that wording and format can easily be understood.

**Sustainability** – working together by enabling organisations to involve people living with dementia in their planning, programming, engagement, and evaluation.

Alzheimer's Society's [Arts and Culture guide](#) has information and relevant case studies to support people living with dementia.



# Dementia Friendly Venues Charter:

## A framework for action

### Dementia Friendly Venues Charter

<b>Increasing Understanding</b>	Dementia Friends Information sessions are delivered to front of line staff.
	Bespoke dementia-friendly training for cultural organisations is delivered to relevant staff in your organisation
	A percentage of staff in your organisation are Dementia Friends
	A network or buddying support system is implemented for staff and/or volunteers for those diagnosed with dementia or caring for those living with dementia
	There is a whole organisation's commitment towards ensuring a dementia-inclusive venue through practice, policies, and presentation
	There are active Dementia Friends Champions across the organisation
	There is a Dementia Friends Champion or someone with lived experience on your board and/or leadership team
<b>Being Inclusive</b>	There are staff who have taken part in Dementia Friends Information sessions and are now Dementia Friends, who clearly wear their Dementia Friends badges so that they are visible for those affected by dementia
	There are designated quiet areas in your venue
	A sensory map is provided
	A visual story is provided
	Programmes for those living with dementia are offered, for example dementia-friendly tours or relaxed performances

	Those affected by dementia can request a change of levels in lighting if necessary, as part of a dementia-friendly programme
	Venues are able to switch off of audio if necessary, as part of a dementia-friendly programme
	There is a hybrid (both digital and onsite) programme allowing those living with dementia to decide if they come onsite or join digitally
	Your venue offers dementia inclusive programming (as opposed to dementia friendly) where those affected by dementia can attend any programming in the organisation whether specifically designed for those affected by dementia or not
<b>Being Accessible</b>	Wheelchairs (or reasonable alternative) are provided and placed near entrance for ease of use
	Mobility scooters provided (or a reasonable alternative where possible)
	Wheelchair ramps provided (or a reasonable alternative where possible)
	Lifts provided (or a reasonable alternative where possible)
	Accessible, fixed or portable seating is available for all visitors
	There are signs in place to guide transitions between rooms/spaces, changes in lighting levels, or warn of uneven flooring (or a reasonable alternative where possible)
	Staff/volunteers are available to meet and greet visitors and help with visit/dementia-friendly programme
	Staff/volunteers available to personally accompany those living with dementia around the building
	Staff/volunteers meet visitors at an agreed place outside (e.g., a tube or bus stop) and accompany them
	Partnerships are forged with TfL to ensure a 'joined up' experience for those affected by dementia

	Creation of a new design/new build in consultation with those affected by dementia
<b>Communicating Clearly</b>	Clear accessibility information is presented on your venue's website or app
	Your website or app as a whole is accessible (to level AA) and easy to navigate
	There is a dementia-friendly video for people to watch prior to visiting
	<sup>8</sup> All marketing/communications staff are Dementia Friends
	Pre-event information, including dementia-inclusive access information and details of the event, are sent prior to all booked events
<b>Working Together</b>	You consult with those affected by dementia, for example through Focus on Dementia Groups
	Your organisation is part of your local Dementia Action Alliance or Dementia Friendly Community
	You share your expertise and experience and develop partnerships within the arts and cultural sector and beyond, for example health and transport
	Those with lived experience act as critical friends/advisors/consultants to your organisation and inform your work.
	You work together creatively with those affected by dementia to develop and deliver your programme, for example they may act as curators, research evaluators, performers, employees/volunteers and so on

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