



Accent

Accent Housing

Dementia Ready Journey

What We're Covering Today

Introduction01

Partnership02

Accent Journey03

Learning04

What Next05

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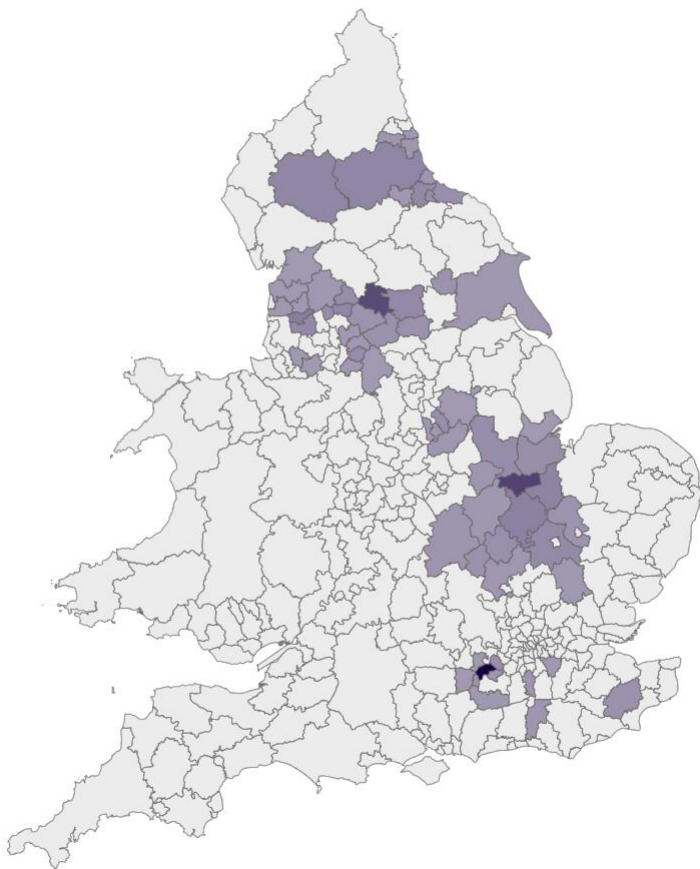
Introduction

01

Introduction

Lizzy Robinson Specialist Housing Manager
Tanya Scott Head of Specialist Housing

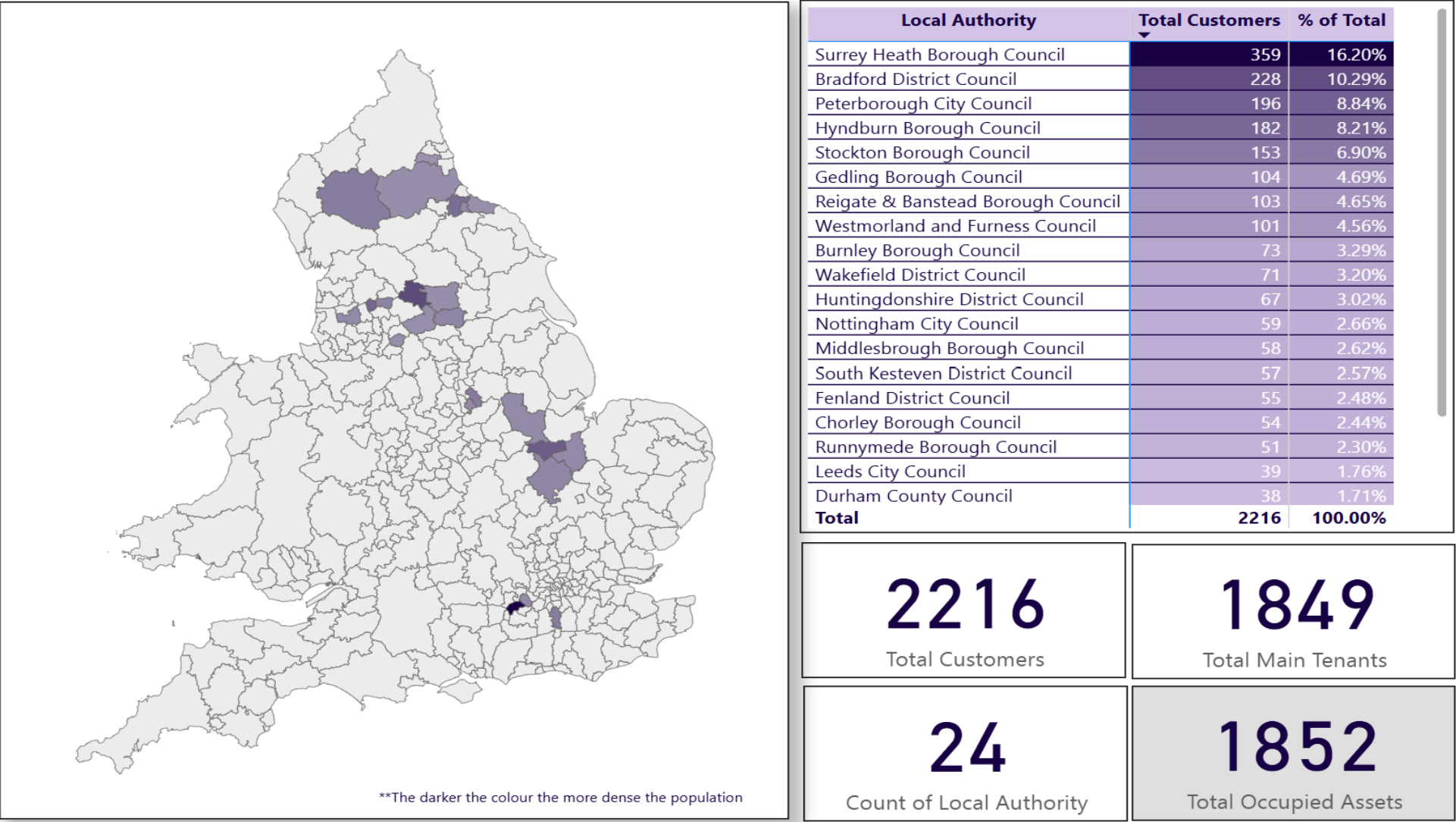
Accent – 22,000 Homes, 45,000 customers
50 Specialist Housing Schemes 1852 Homes



Where our customers live

LCRA

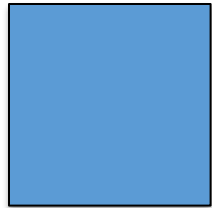
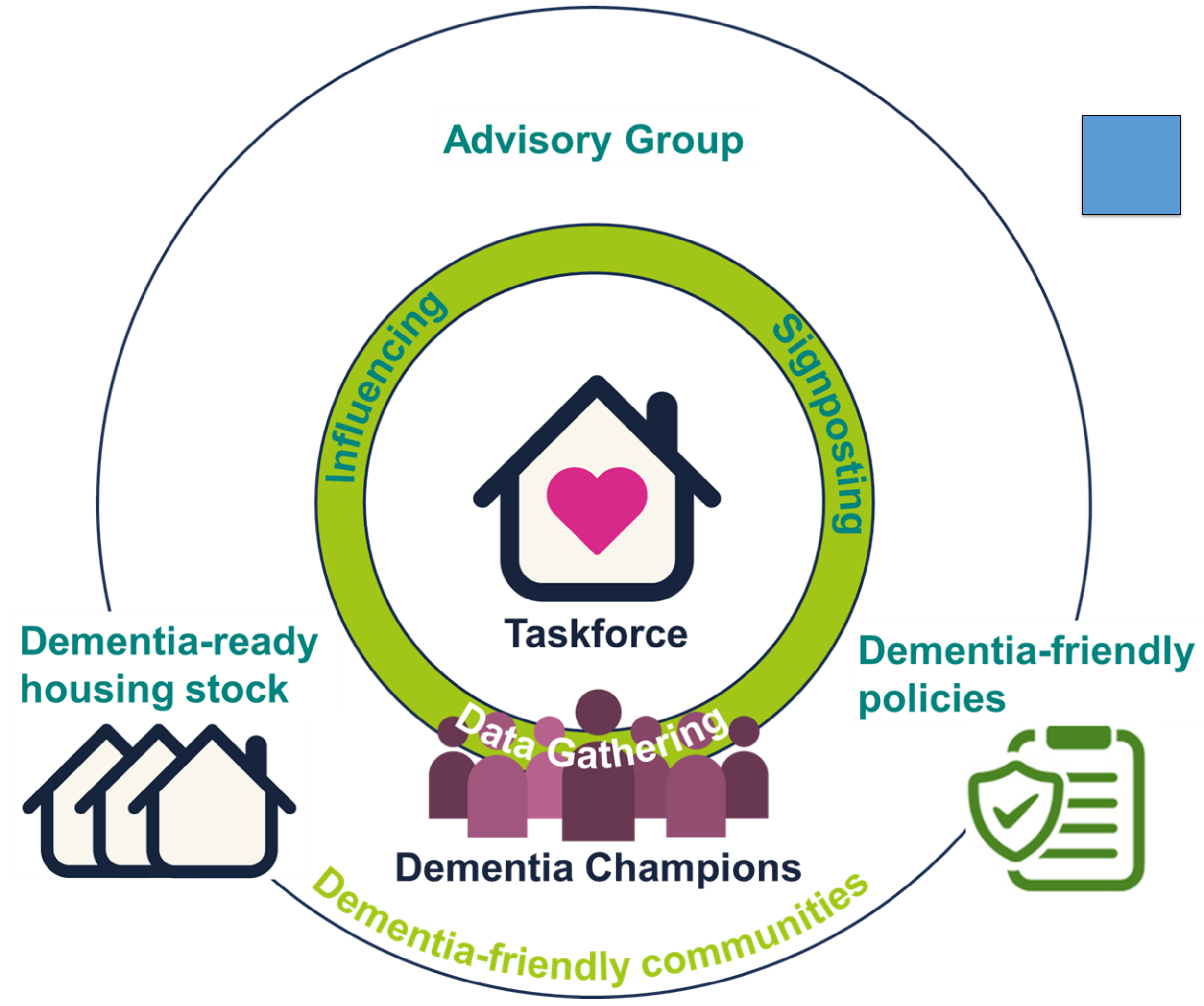
Other



Accent

Partnership

02



**West Yorkshire
Housing Partnership**



**West
Yorkshire
Combined
Authority**

**Tracy
Brabin
Mayor of
West Yorkshire**



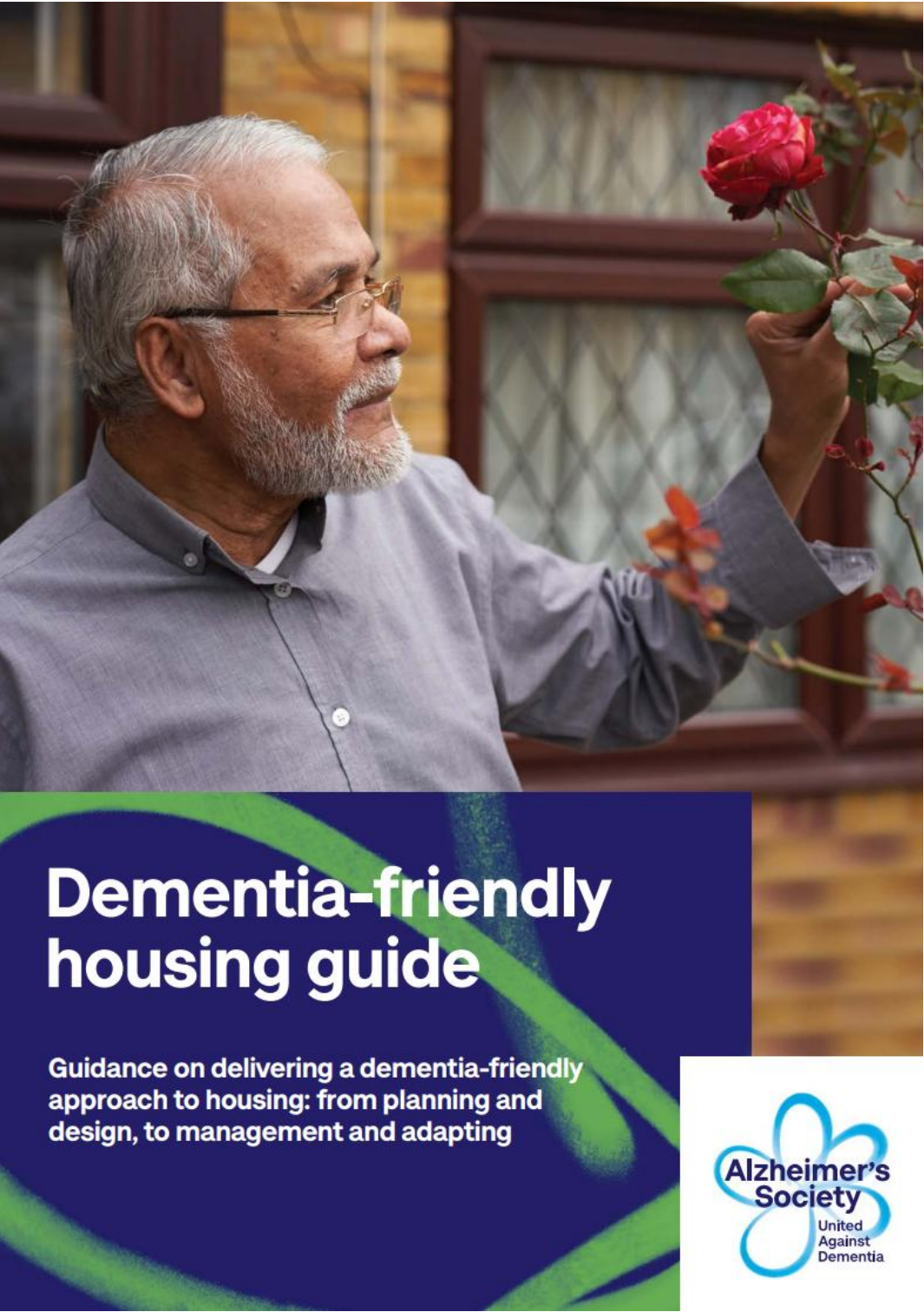
**Homes
England**



**Alzheimer's
Society**

**West Yorkshire
Health and Care Partnership**





2020

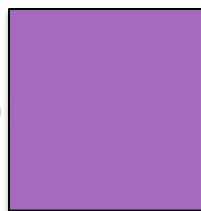


2021

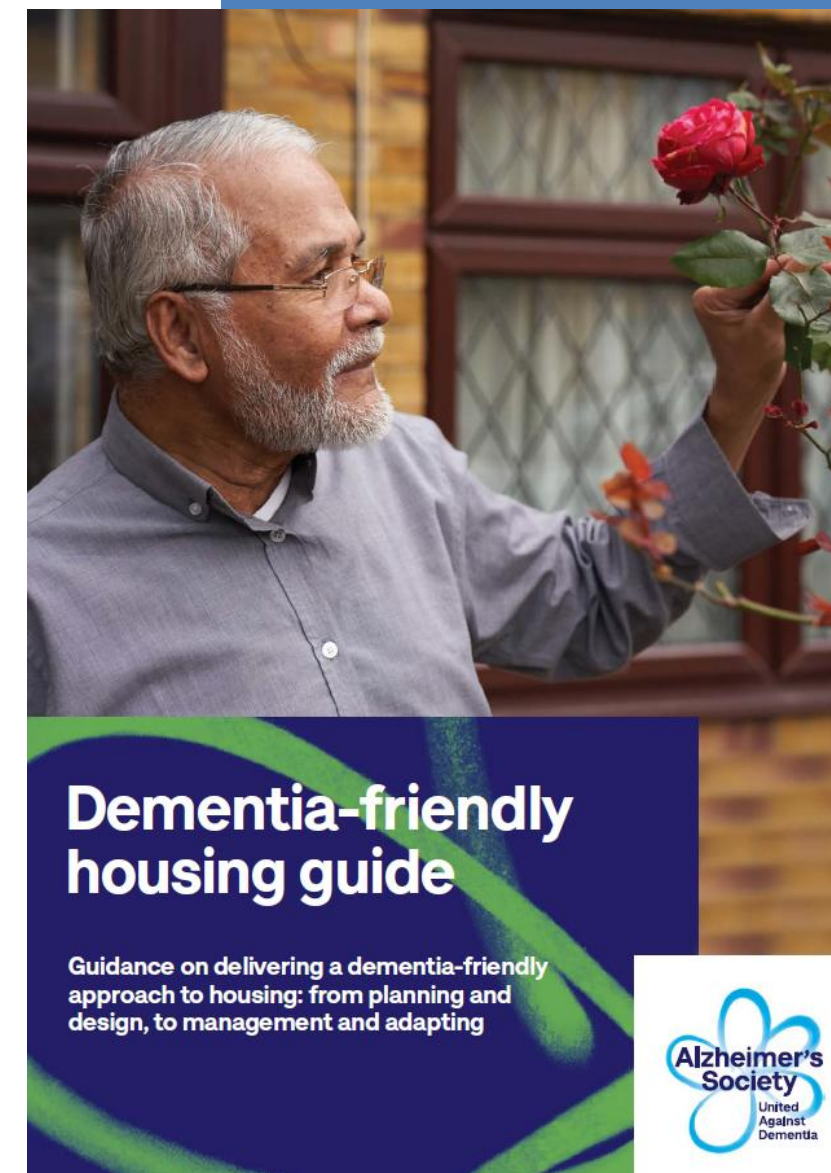


2024

Dementia-ready Housing Champio



- Raising awareness and reducing stigma
- Providing clear and effective signposting to support
- Making communication and policies easy to understand and accessible
- Providing dementia training for housing staff
- Embedding dementia-ready principles into the design of every home



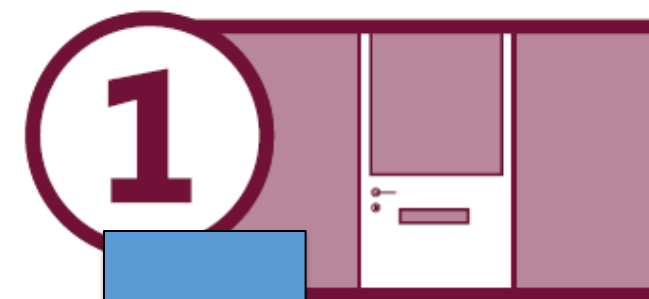
Dementia-ready housing design criteria

for general needs housing



West
Yorkshire
Combined
Authority

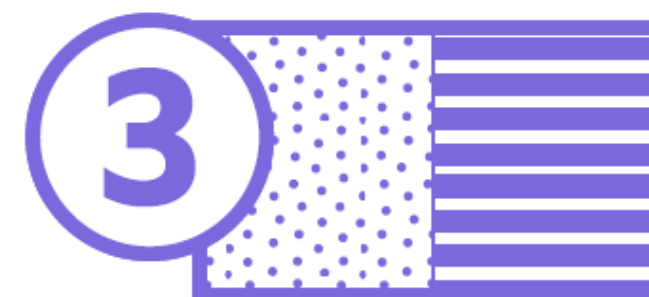
Tracy
Brabin
Mayor of
West Yorkshire



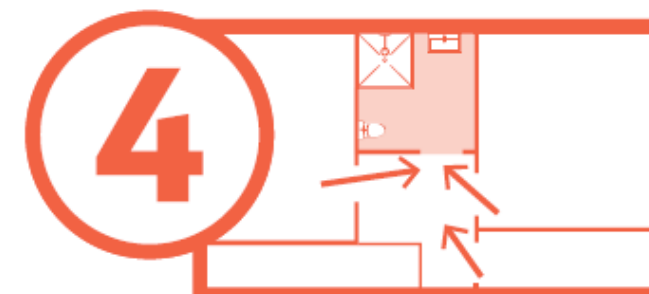
Door is easy to find, day
light



Step-free access into the home



Internal surfaces mitigate confusion



Bathroom is easy to find



Bathroom/WC locks aid rescue



Good level of natural light in
all rooms



View of nature in at least one
habitable room



Access to an outdoor space
that is easy to navigate



Amenities and other homes
within 1km



Active dementia champion
within the housing organisation

Accent

**Accent
Journey**

03

Introduction



Dementia-Ready Housing Commitment

Accent Housing is dedicated to creating inclusive communities supporting individuals living with dementia.

Collaboration Across Sectors

Accent partners with public, private, and third sectors to influence policy and promote dementia awareness.

Dementia Champions Network

Fifteen social housing providers have Dementia Champions improving housing policies and environments.

Enhancing Quality of Life

Accent's initiatives focus on strategic and community engagement to improve life for dementia-affected residents.

Key Milestones and Initiatives



Staff Dementia Training

Dementia awareness sessions have been integrated into staff induction, fostering empathy and understanding throughout the team.

Dementia Café Introduction

A Dementia Café offers a welcoming community space for residents and families to share experiences and reduce stigma.

Internal Dementia Leads

Dedicated Dementia Leads champion the strategy and ensure its integration across all departments.

Centre of Excellence Visit

Visiting the Kirklees Dementia Centre provided valuable insights into best dementia care practices and innovations.

Accent

Learning

04

Challenges and Lessons Learned

Awareness and Training Needs

Limited initial awareness emphasized the need for early and comprehensive dementia-related training for staff and customers.

Design and Budget Constraints

Embedding dementia principles into existing housing was challenging due to design limitations and tight budgets.

Communication Barriers

Inconsistent communication and signposting created barriers to accessing dementia support services.

Collaborative Progress

Partnerships with external experts accelerated improvement and ensured strategies followed best practices. Consider referrals.

Accent

Next Steps

05

Future Plans and Strategic Actions

Building Dementia Awareness

Accent Housing aims to develop customers as Dementia Friends to promote empathy and awareness in the wider community.

Website Accessibility

Accent plans to review its website to improve accessibility and provide clear dementia-related resources and support.

Staff Training Enhancement

Further training will deepen staff knowledge to improve daily interactions with residents living with dementia.

Dementia Friendly Housing Standards

Developing scheme standards will guide new builds and retrofitting to meet dementia friendly housing benchmarks.

Thank You Questions?



Accent



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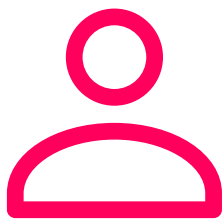
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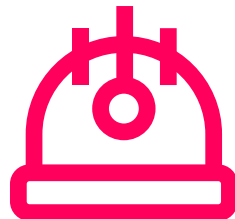
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Bullet List

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63% of customers living in rental homes said they are ‘very’ or ‘fairly’ satisfied with the overall service provided by Accent.

This is a 26% increase compared to the results from last year’s customer survey.



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5,000

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96%

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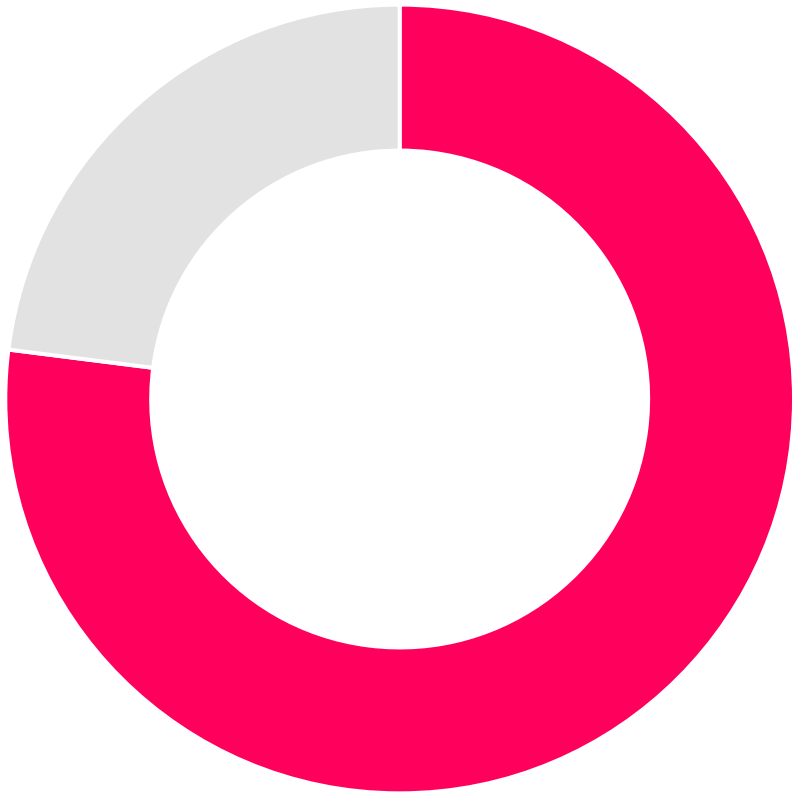
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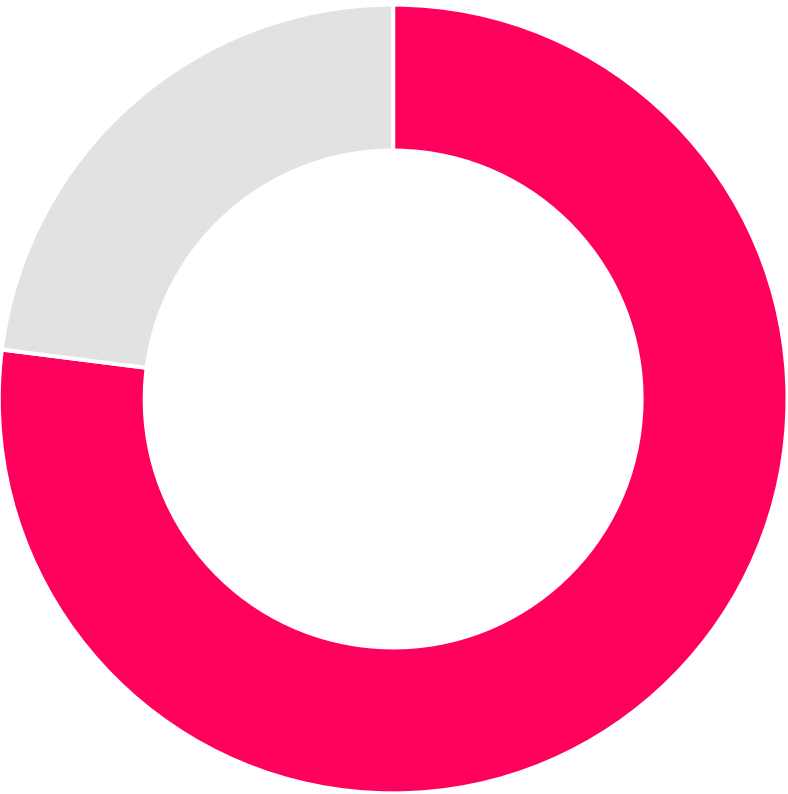
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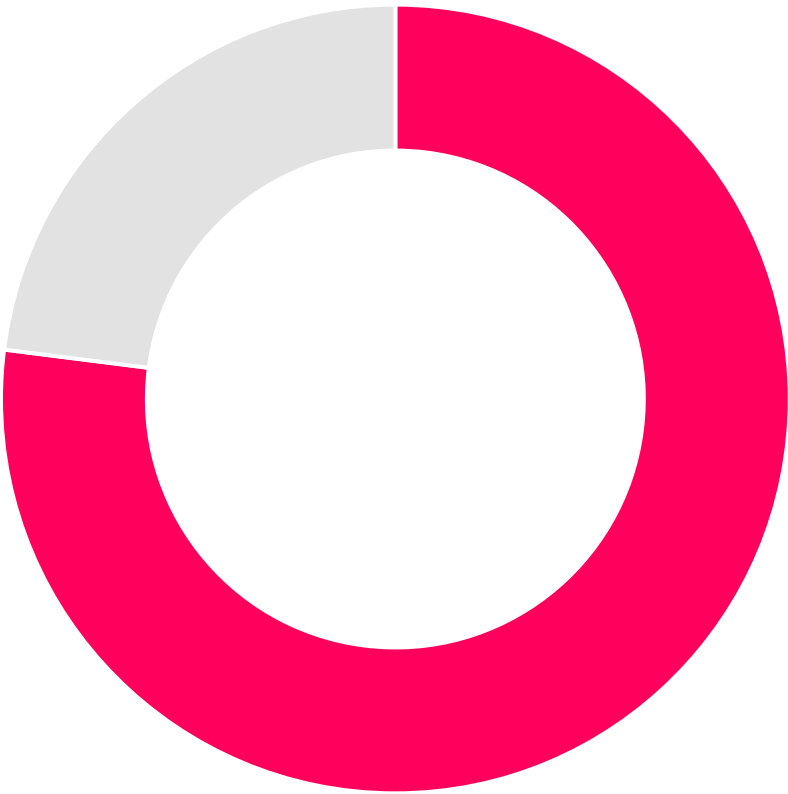
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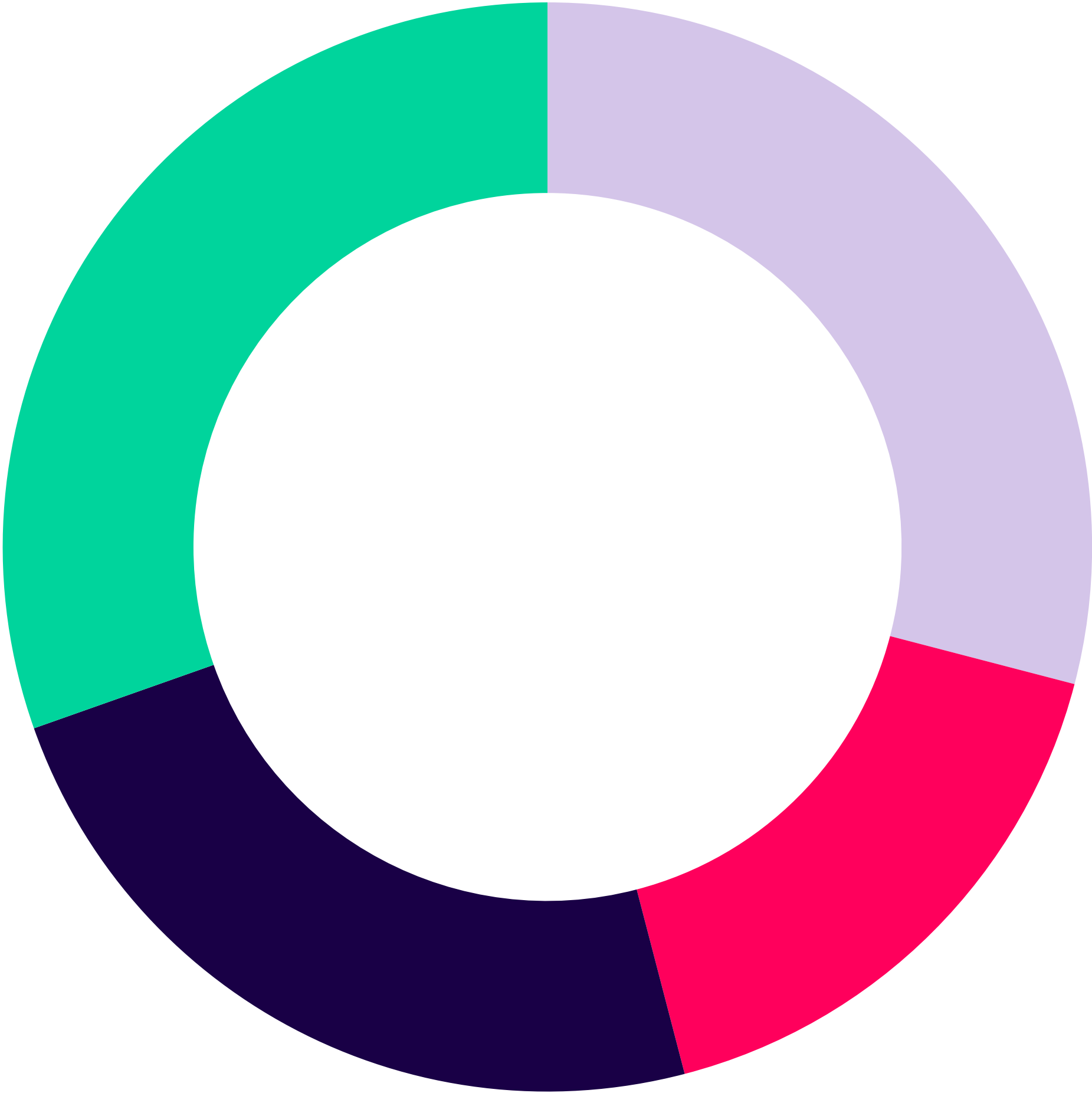
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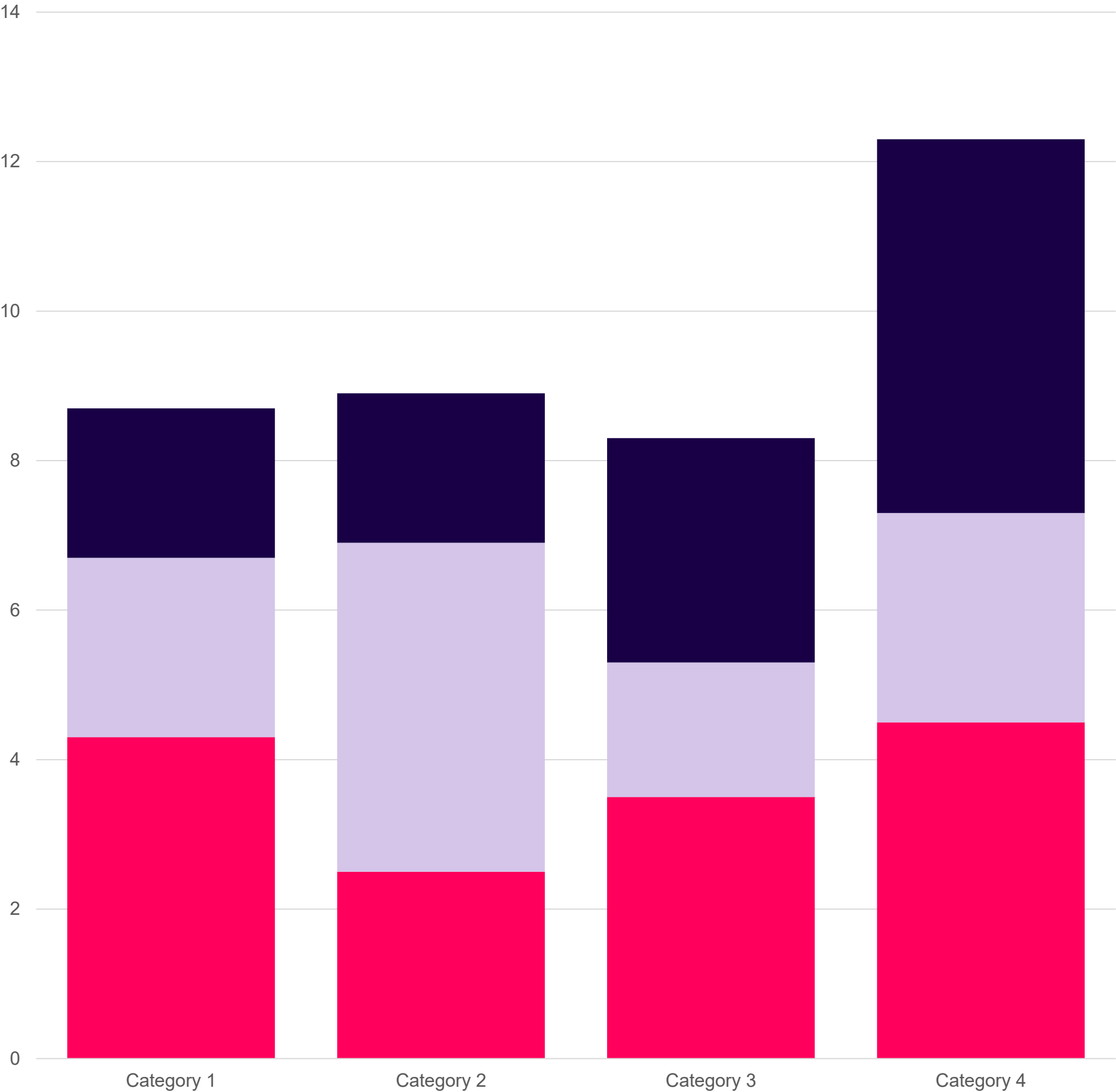
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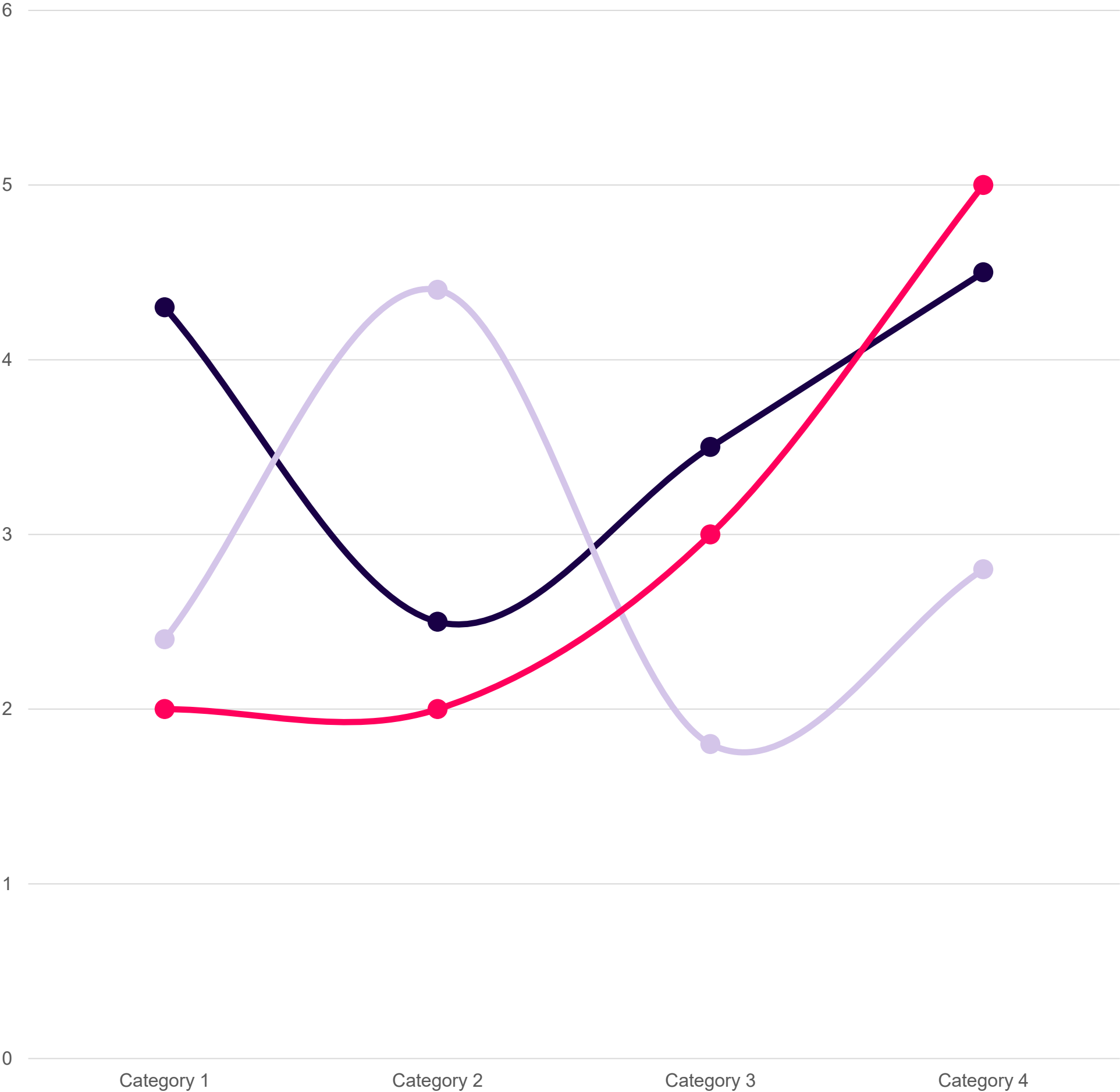
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