Hertswise

- Helping you to be a dementia and memory-loss friendly business

It's about your customers, partners and staff

There are an increasing number of people living with dementia in the UK. By 2021 the number of people with the condition will exceed 1 million – that's more than one in three people over 65 -and of course there will be many more people living with or caring for someone affected by dementia or memory-loss.

It could affect any of us.

Some people may not be aware that they have the condition, but may nevertheless experience some of the characteristic behaviours such as confusion or anxiety whilst they are using your services.
How you work with these customers and their friends and families affects not only the customer, their family and carers, but also your other customers, and how people in your local community think about your business.

What are the benefits?

Showing you care feels good! Put simply, people like businesses that show they care; your customers feel good, your staff feel good and you feel good.

Loyalty: It's a great way to show long-standing customers who may be finding life a bit more difficult that that you still value their custom.

Promotion: There's nothing better than word of mouth recommendations. People who support those with dementia will seek out and spread the word about business that have an understanding of the challenges that those with the condition face everyday.

Building confidence: Some characteristic behaviours of dementia can lead people to avoid people with the condition, making them feel isolated and causing your organisation to lose business. But with improved knowledge and understanding your staff will feel more confident in responding to the needs of those with dementia and will know how to offer the right support.

Investing in the wellbeing of your staff: It's inevitable that a number of your staff will be carers for people living with dementia and may even be worried about experiencing memory loss or dementia themselves. Increasing knowledge and understanding of the condition across your organisation will ensure that you have the best possible understanding of the challenges these conditions present and how best to support those affected by it.

How Hertswise can help your business

The Government's Dementia Charter (2012) set out a vision whereby all businesses would be encouraged and supported to become dementia friendly.

Hertswise is a new service operating across Hertfordshire providing support to people with low level support needs who have early memory loss or who are living with dementia and for their family and carers.

Hertswise is provided by partnership of voluntary and community organisations bringing together a wealth of knowledge and experience and a fresh new approach to providing dementia support services. The partnership is led by Age UK Hertfordshire and includes Hertfordshire Independent Living Service, Herts Mind Network and Carers in Hertfordshire together with a number of other local organisations so you can be confident that the advice you will get is based on sound knowledge, understanding and experience.

Whether you're a large corporation, a small or medium-size enterprise or a sole trader, we can help your business to achieve all the benefits listed above by providing a learning package tailor-made for the needs of your business.

Designing the right package for you

You'll work closely with our Project Manager to ensure that we develop the best package for you, your business and your budget.

Some of the many elements that could make up your package include:

- Informal "café" style drop-in sessions for your staff
- Toolkits to inform and equip your staff
- A telephone advice line
- Half day awareness raising sessions
- 1:1 advice and support, by appointment, drop-in or helpline
- Full day training on understanding and supporting dementia and memory-loss
- Planning and implementation workshops on creating a dementia-friendly environment in your business
- Mystery shopping to help you understand how well you are equipped to deal with the needs of people with dementia
- Social media – we'll help to promote your commitment to dementia-friendly provision
- Training for your managers to understand your responsibilities under The Equality Act 2010

To find out more about how we can help your business:

Contact our Information and Advice Line on **0300 345 3446**

Or email**: project.manager@hertswise.org.uk**

Hertswise is a partnership run by nine charities and community groups

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