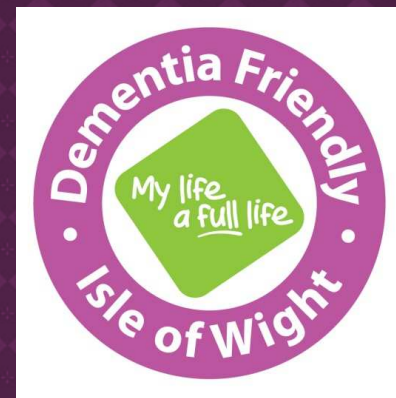# A DEMENTIA FRIENDLY ISLAND?

Southern Vectis Working with Age UK to promote a dementia friendly place to live and travel by bus

BACKGROUND

- Reacting to the challenge raised by David Cameron, PM, to have 20 towns in the UK recognised for Dementia Friendly practice, Age UK IW have been working to create a dementia friendly community – funded by **Isle of Wight** NHS 2012 Challenge Fund.

- Age UK IW have worked with a really supportive Steering Group who have helped to drive this project forward; GP's, Public Transport, Police, Fire Department, local Businesses.

- They named Ryde Town as the pilot town to be known as the first Dementia Friendly Town on the Island, which was launched in February 2013.

OUR COMMITMENT

- Southern Vectis joined the Dementia Alliance Web page.

- Our pledge is to train our staff to recognise the signs of Dementia and to be able to assist where practical.

- Southern Vectis to raise awareness across the Company

HOW WE GOT THERE

- Southern Vectis - Introduced Safe Journey Cards

- A Logo was designed

WHAT IS A SAFE HAVEN?

Our trained
staff will
listen and
make you
comfortable

NEWPORT LAUNCH

WE ARE PROUD OF OUR BUS

The highlight of the launch day was when Vehicle 1104 arrived with a fabulous Bus Back, provided by Southern Vectis – with the Dementia slogan – My Life, a Full Life!

NOSTALGIA DAYS

Doris, 94, First Lady Conductor and one of the first Female Bus Drivers – in the Safe Haven at Newport Travel Shop

A SPECIAL MOMENT

Sue using her Safe journey card

Sue and Tony in the Safe Haven at Ryde Travel Shop

GOING FORWARD

- Southern Vectis, part of the Go-Ahead Group and Go South Coast have embedded elderly and dementia training in their Certificate of Competency (CPC) Training Course and these two topics sit under the day course, Customer Equality and Diversity.

- We aim to reassure people that although they may have difficulties which may limit what they do, they should not stop travelling around the island by bus, meeting their friends and having "a full life".