

# WestQuay Watermark

Dementia Friendly



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WestQuay Watermark- Background

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BCSC Standard

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Q&A

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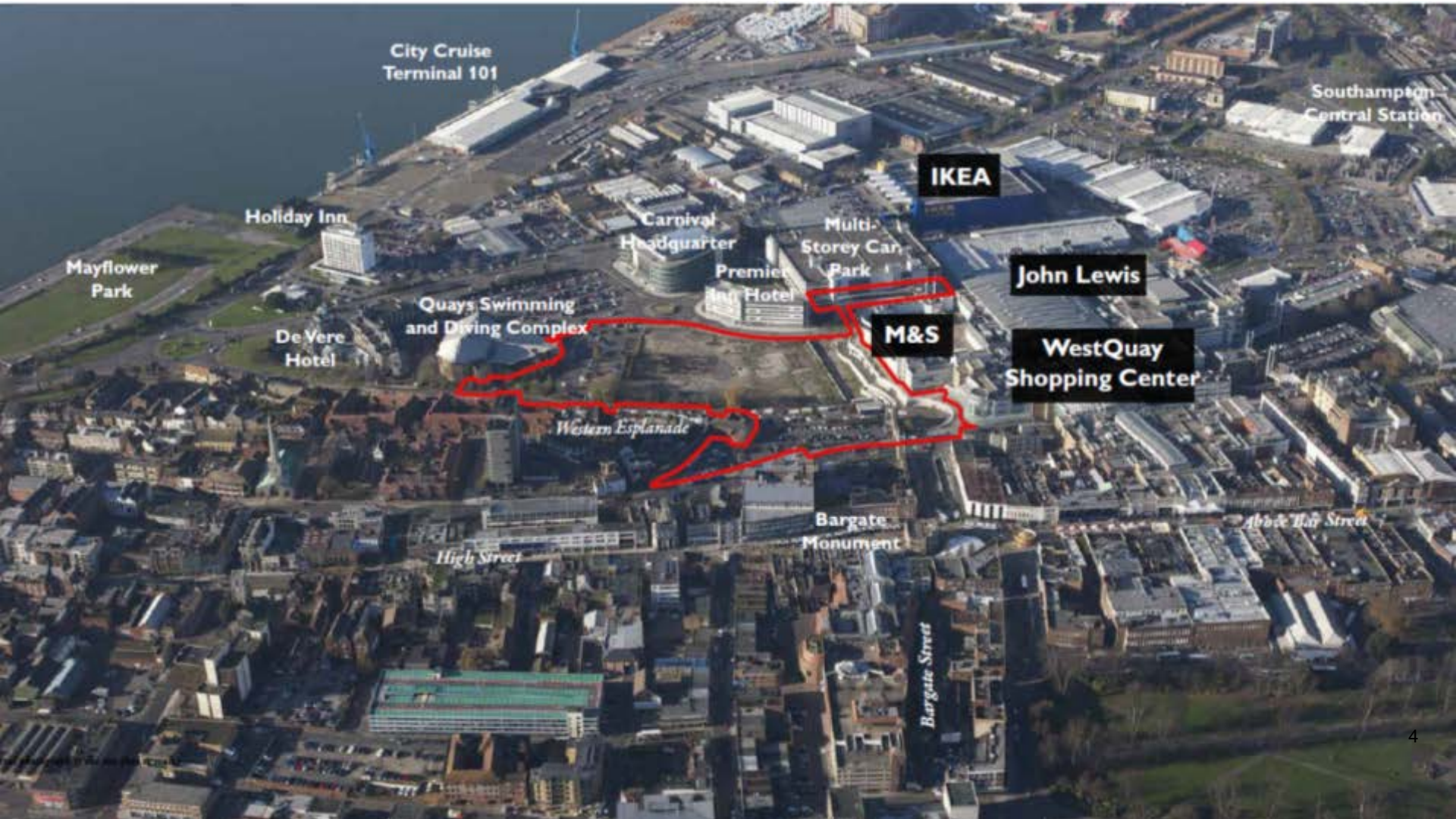


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# WestQuay Watermark



# Development Site



# Watermark Illustrative Masterplan



View from City Walls



View towards WestQuay from WestQuay



View from Plaza





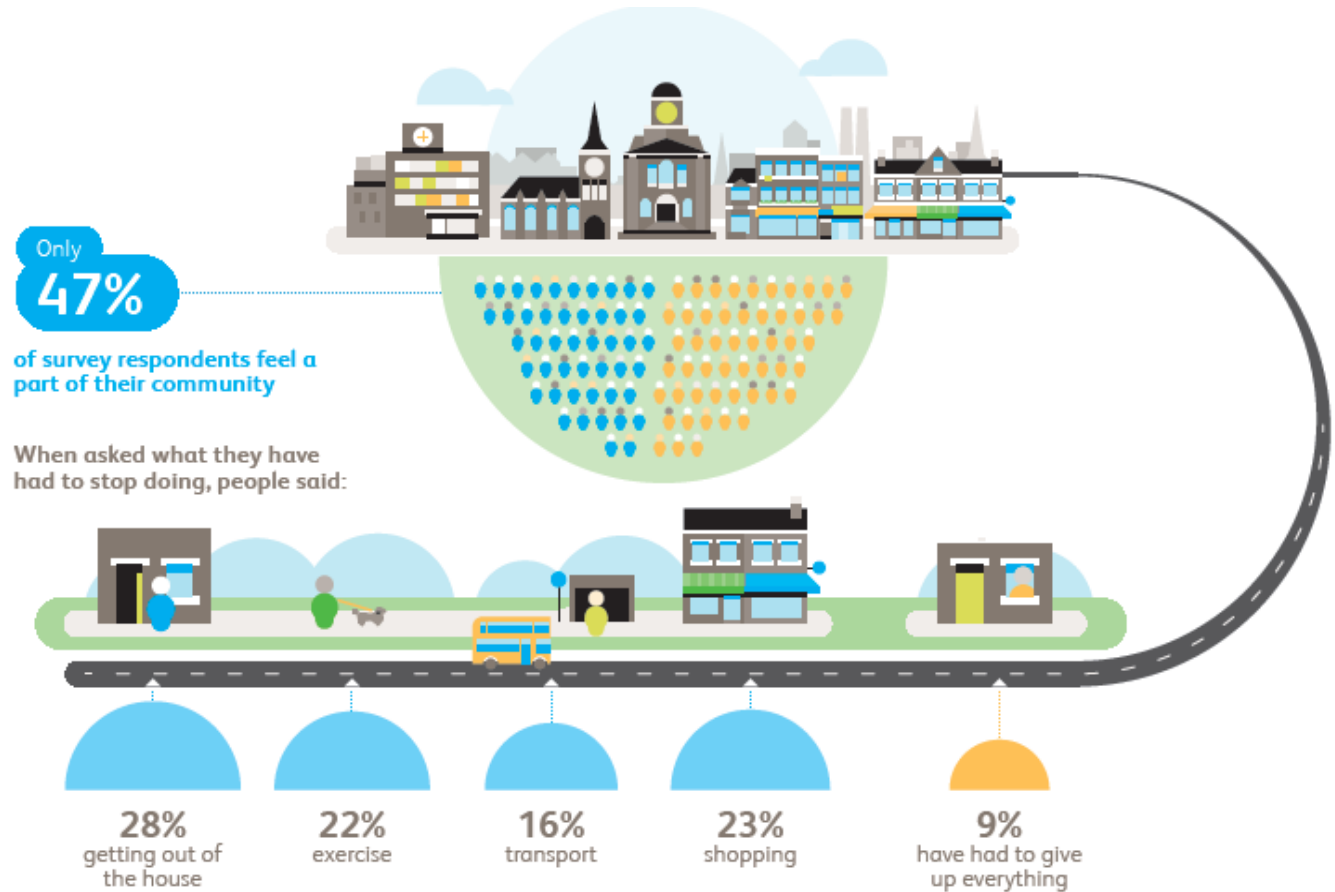
# 2

## BCSC Dementia Friendly Status



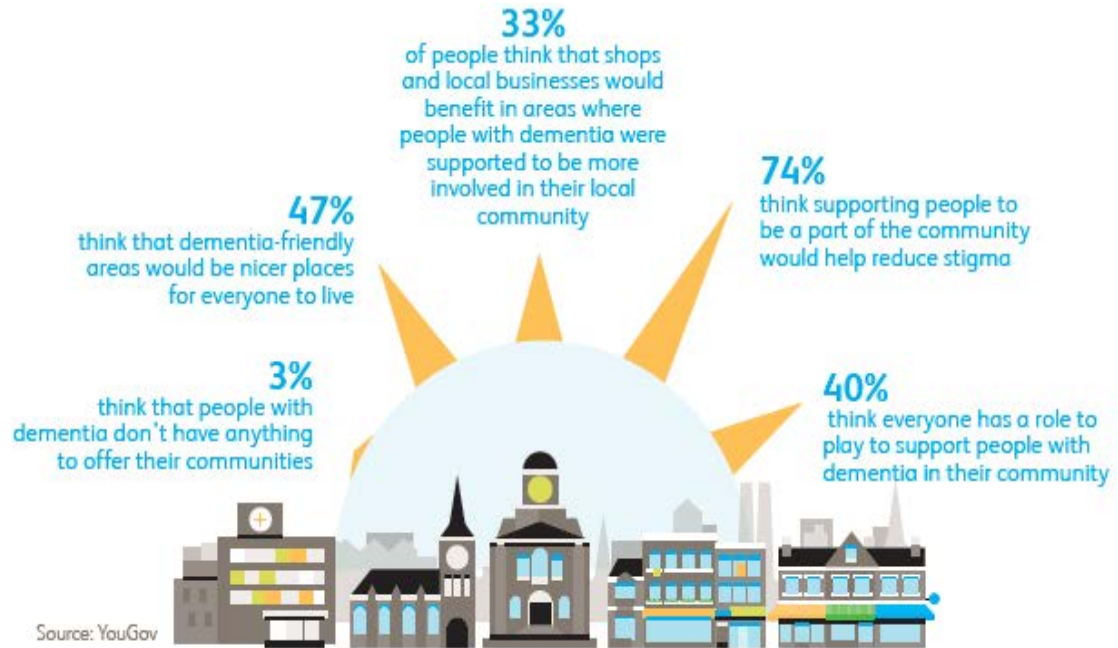
## Changing habits

### Common changes in habit experienced by a person with dementia



As dementia progresses people often stop going shopping because they do not feel supported in their local community. As retailers we need to enable people with dementia to continue shopping for as long as possible by creating an environment in which their needs are understood and supported.

## The role of retail in creating Dementia Friendly Communities



- Research shows that 81% of disabled people have moved their business to a more accessible competitor. Becoming dementia friendly will enable you to retain existing customers who might have or are developing dementia, or to attract new ones.

The shopping-related challenges that people with dementia and carers told us about included:

**problems navigating around the store**, for example unclear signage, fear of getting lost in the store, problems finding items, knowing where to go for additional support in store

**challenges caused by their memory problems**, for example picking up the wrong item or being unable to find the right words to describe the items they need

**problems at the checkout**, such as difficulty counting out money, coping with new technology and payment methods, feeling rushed, worrying that they will forget to pay

**worries about the reactions of other people**, for example people not understanding their difficulties, staff not being confident to help, the reaction of security staff to unusual behaviour

**for carers, issues related to looking after the person with dementia when shopping**, for example worrying that the person will walk away, having enough space in changing rooms for the person and their carer to use them together, being able to take the person with dementia to the toilet, difficulties getting the person in and out of the car because of narrow parking spaces.

## Shopping related challenges

## Some of the most common retail related challenges

# The Hammerson Dementia Friendly Retail Charter

## Making a commitment

Challenge & Innovate  
Protect & Enhance  
**Positive Places | Serve & Invest**  
Partner & Collaborate  
Upskill & Inspire

**Centre Logo**

### **The Hammerson Dementia Friendly Retail Charter**

Creating Positive Places for those with Dementia

As the owner and manager of multiple retail destinations, Hammerson can make a big difference for people with dementia and their carers by making a commitment to ensure our shopping centres become more dementia friendly.

**We commit to:**

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- understanding the impact of dementia and how it changes customer needs across all shopping methods
- considering how our processes and services can help customers affected by dementia
- seeking guidance to make changes within our store, which could include raising staff awareness or making changes to the physical environment
- supporting people who may be showing signs of dementia, whether they are customers or employees.

**We will concentrate on four key areas:**

As identified by the BSCS Dementia Friendly Guide 2015

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- Improving staff awareness and understanding
- Reviewing our store's physical environment
- Supporting our employees affected by Dementia
- Support our Local Community to become more dementia friendly

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Xxxx  
General Manager  
xxxx

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Jonathan Brookes  
Community Manager  
Hammerson

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# Physical Adaption



Adaptations in the physical environment-current

**There are a number of adaptations that focus on changing the physical environment:**

**Acoustics and environment :** acoustic control to stop glare and background noise. Retailer engagement

**Seating:** Additional soft seating in malls and dining areas

**Ensure lighting levels are good:** LED lighting project to ensure entrances are well lit and maintain a good level of light throughout the centre.

**Toilets:** Improved way finding and accessible disabled facilities

**Shop mobility:** Existing service in place



## Adaptations in the physical environment- future



**Audit:** Local audit by third party to support creation of revised action plan

**Quiet spaces:** Providing a quiet space in stores for people to sit and relax. Ensure these spaces are well signposted.

**Way finding:** Project to improve overall way finding- this will assist a person who may have dementia to find entrances, exits and toilets.

**Car Parks:** Marked bays with colour coding scheme and improved pedestrian access routes

**Retailer Engagement:** Tenant fit out manual guidelines and retail delivery guide

**Sustainability Implementation Plan:** Overall development framework to improve approach



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## People Focused changes



People focused changes

*In a survey from Dementia Friends, people with dementia told us that payment, assistance, support, signposting and customer service were the basic areas for improvement for retailers who want to become dementia friendly.*

**Training and awareness:** Dementia champions and training for all front line staff

**Dementia-friendly customer service:** Focus on increasing staff awareness to ensure that they are patient and listen carefully, giving clear and straightforward answers

**Retailer Engagement:** Monthly meetings, retail liaison and mystery shopping

**Payment:** Where somebody appears to be struggling with payment, colleagues should offer help to people with counting out their money.

**Assistance:** Each store has a different layout. Approaching customers to ask whether they need help to find an item will benefit all customers, including people with dementia. Customer support for shopping including packing and payments



## Supporting the local community

**Other ways you can support the local community in becoming dementia friendly:**

### **Staff and consumer engagement**

Local fundraising schemes, employee volunteering and site tours / events

### **Dementia Awareness Week**

Engagement of consumers and retailers through events and marketing

### **Use the centre as a community space**

Dementia Friends session and 'tea and talk'.



# Summary & Questions?

