Media Release
For Immediate Release

£100,000 boost for dementia friendly communities in Scotland

From Angus to West Dunbartonshire, people who are affected by dementia will enjoy greater support thanks to £100,000 funding from the William Grant Foundation, working in partnership with the Life Changes Trust.

The money will be used to add further value to eight dementia friendly communities that are already making a difference across Scotland, including the Kirrie Connections project in Angus, run by the Kirriemuir & Dean Area Partnership.

Scottish charity The Life Changes Trust invested £269,000 in Kirrie Connections in 2015, to ‘Get it Right for Dementia’ in the rural town of Kirriemuir, where the dementia rate is higher than the average rate for both Tayside and Scotland.

The project focusses on improving the quality of life of people living with dementia and their families, and developing local facilities, resources and activities to be dementia friendly, enabling people with dementia to live life to the full.

This extra funding from the William Grant Foundation will allow the Kirrie Connections community hub to run football and golf reminiscence groups, where people with dementia can come and talk about their memories and maybe even kick a ball or swing a golf club. This will be supported by Kirriemuir Thistle junior football club and Kirriemuir Golf Club.
Funding will also be used to enable Kirrie Connections to work with the Angus Carers Centre to provide a better network of support for carers of people with dementia who live in rural areas in Angus. Carers who live in places like Kirriemuir often miss out on support and can become very isolated.

Dementia friendly communities like Kirrie Connections can make an enormous difference to the lives of people with dementia and their carers. They challenge stereotypes, raise awareness and look beyond the dementia to see the person.

They can also transform the dementia journey from a lonely, frightening and isolating experience to one that gives a person living with dementia a new sense of purpose and hope.

In Scotland, it is estimated that around 93,000 people have dementia and this number is increasing, because the population is getting older. Based on current dementia prevalence rates, the number of people with dementia in Scotland is projected to double by 2038.

Anna Buchanan, Director of the Life Changes Trust dementia programme said: “Dementia Friendly Communities work to make sure that people living with dementia and their carers do not become cut off from the places and people they know and love. They enable them to remain integrated in society, live as independently as possible and participate actively in decisions that affect their day-to-day lives. This extra funding from the William Grant Foundation will help Kirrie Connections extend its reach and benefit even more people whose lives are affected by dementia.”

Nick Addington, Chief Executive of the William Grant Foundation said, “We are interested in how people can be supported to live well with dementia, and believe that community connections and relationships are key to this. Dementia Friendly Communities are therefore a good place to start for our Foundation, as we begin funding projects in this space. Partnering with the Life Changes Trust and the projects they already fund around Scotland gives us a fast track to
learning about what’s already happening, while giving several effective organisations the chance to try out some new ideas with our funds.”

The Life Changes Trust was set up with a Big Lottery Fund endowment of £50 million to improve the lives of two key groups in Scotland: people affected by dementia and care experienced young people.

ENDS

For further information and for press enquiries contact:
Deborah Cowan, Communications Manager: 0141 212 9606
Deborah.cowan@lifechangestrust.org.uk

Graham Galloway, Project Co-ordinator, KirrieConnections: 01575 573805
kirrieconnections@gmail.com

EDITORS NOTES:

Our work with people with dementia has shown that the phrase “Dementia sufferers”, or using the word suffering to describe dementia has a strongly negative view from people with the condition. We would request that you avoid using the phrase in headlines or in any article you publish to combat the negative way that people with dementia feel the condition is described.

The Life Changes Trust was established by the Big Lottery in April 2013 with a ten year endowment of £50 million to support transformational improvements in the quality of life, well-being, empowerment and inclusion of people affected by dementia and young people with experience of being in care.

www.lifechangestrust.org.uk

The William Grant Foundation is a non-profit association established to support charitable causes, principally in Scotland. Its work is funded by William Grant & Sons Holdings Ltd.

William Grant & Sons Holdings Ltd is an independent family-owned distiller headquartered in the United Kingdom and founded by William Grant in 1887. Today, the global premium spirits company is run by the fifth generation of his family and distils some of the world’s leading brands of Scotch whisky, including the world’s most awarded single malt Glenfiddich®, The Balvenie® range of handcrafted single malts and the world’s third largest blended Scotch, Grant’s®, as well as other iconic spirits brands such as Hendrick’s® Gin, Sailor Jerry ® Spiced Rum, Tullamore D.E.W.® Irish Whiskey, Monkey Shoulder® Blended Malt Scotch Whisky and Drambuie® Scotch Liqueur.
The company has long given to a wide range of non-profit and charitable organisations and projects across Scotland and remains committed to donating 1% of pre-tax profits each year to charitable causes. The company’s family shareholders established the William Grant Foundation in 2014 to oversee and direct its donations.

www.williamgrantfoundation.org.uk
Contact: foundation@wgrant.com