

MEDIA RELEASE:

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A national building society is to support a relatively new charity in Keynsham as its community partner. Coventry Building Society branch in Keynsham have had meetings with the Keynsham Dementia Action Alliance (KDAA) and a partnership has been forged.

The KDAA was set up less than two years ago but has already received much support in the town and in Saltford which it also serves. The aim of the KDAA is to make both Keynsham and Saltford dementia friendly and they plan to do this through education and training for various facets of the communities.

Staff from Coventry Building have already taken part by attending the professional play 'Don't Leave Me Now' which was brought to Keynsham by the KDAA, the project that they partner.

Emma Nye, told us "We hope that together we can achieve good things, through raising awareness of the charity's work, fundraising, by our staff becoming Alzheimer's Society Dementia Friends and encouraging other businesses to engage as well."

The partnership will be launched on May 31st at the branch - 38 High Street, Keynsham - and members of the project group will be on hand to talk to customers and visitors and to give out information regarding the KDAA.

Chairman of the KDAA is Alan Hale and he told us "As a charity group we are absolutely over the moon that Coventry Building Society have stepped forward to help us in our aims and objectives. This is a big step up for us and we are most grateful. I believe that our communities in Keynsham and Saltford recognise the challenge that dementia is becoming and are eager to help and many local groups have already made donations to support our efforts. We are looking forward to the year ahead working with and also encouraging other local traders and businesses to engage with us to make life easier for those living with dementia and who will without doubt be visiting the shops and businesses in town."

Ends:

Editors Notes:

Interviews can be arranged via the telephone numbers at the top of the release.

Photographers and camera crews welcome at the launch on May 31st at 1030am at the High Street, Keynsham Branch of (next door to the Methodist Chapel on the corner of High Street and Charlton Road.

On May 10th the KDAA celebrated its first anniversary of running its 'Music For The Mind' sessions for those diagnosed with dementia and from one session a month it has grown to two on the second and fourth Thursday of each month with an open invitation to anyone diagnosed with dementia together with the carer unless still able to function independently. There is no charge for the sessions at St Dunstan's church hall in Bristol Road. More details can be obtained by contacting 0117 9837923.

It is projected that by 2030 there will be some 1000 people living with dementia in Keynsham and Saltford and this figure is factored from the figures published by Bath and North East Somerset Council.

Further background information can be found at the KDAA web sites at https://www.dementiaaction.org.uk/local_alliances/20435_keynsham_saltford_dementia_action_alliance

<http://keynshamdaa.webs.com/>

The Coventry Building Society can be found at;
<https://www.coventrybuildingsociety.co.uk/>

Background statistics for dementia in Bath and North East Somerset can be found at;
<http://www.bathnes.gov.uk/services/your-council-and-democracy/local-research-and-statistics/wiki/dementia>