

PRESS RELEASE
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Improving the lives of people with dementia in Yate

People with dementia and their carers will be given the opportunity to sing, swim and socialise at Yate Leisure Centre as part of a wider plan to develop a dementia friendly community.

“Active” branded Yate Leisure Centre and Yate Dementia Action Alliance have joined forces to improve the health and wellbeing of people with dementia in the area.

Sessions will be free and will run from 10am – 12pm every Monday from Monday 9 November – Monday 14 December, restarting again in early January.

Currently, there are 850,000 people with dementia in the UK with numbers set to rise to over 1 million by 2025.

[Dementia Friends Champion](#), mentor at South Gloucestershire [Breakthrough](#) and football coach at Yate Leisure Centre Mike Jones is leading the project alongside his wife Jan Jones, who used to facilitate [Singing for the Brain](#) sessions.

He said: “We hope that our weekly sessions provide people with dementia and their carers an opportunity to express themselves in a fun and welcoming environment. It is so important that people with dementia maintain a high quality of life by taking part in activities and enjoying a sociable lifestyle.

“We look forward to welcoming people at the sessions and we hope that the people of Yate will join us in raising awareness to support the dementia community.”

Debbie Woolley, Yate Community Development Worker and member of South Gloucestershire and Yate Dementia Action Alliance, said: "It was fantastic to see so many people attend our first session this morning. We are really grateful that Yate Leisure Centre are able to support these activities for people with dementia and their careers.

“Looking after yourself physically and mentally can help manage symptoms and prevent isolation. It was a great session and we look forward to welcoming many more people along in the coming weeks.”

Town Mayor, Tony Davis is also a dementia champion and will attend the first session at Yate Leisure Centre on Monday 9 November.

Yate Leisure Centre is managed by Circadian Trust. Working in partnership with South Gloucestershire Council, the organisations community strategy and overall shared philosophy is to contribute to the improved health, cultural and social wellbeing of the local community improving quality of life.

ENDS

About Circadian Trust

- The Circadian Trust operates leisure centres across South Gloucestershire and is a company and charity. Working in partnership with South Gloucestershire Council, the community strategy and overall shared philosophy is to contribute to the improved health, cultural and social wellbeing of the local community improving quality of life.
- Circadian Trust is an award winning Trust with IIP Silver status, ISO 14001, ISO 9001 and ISP18001 accreditations. For more info please contact Ben Beasley (ben.beasley@circadiantrust.org)
- For more information, visit: www.circadiantrust.org

Press contact

For more information please contact Caragh Jones (caragh.jones@jbp.co.uk) or Karen White (karen.white@jbp.co.uk) at JBP on 0117 907 3400.

About DAA

A Local Dementia Action Alliance brings together regional and local members to improve the lives of people with dementia in their area. They are seen as the local vehicle to develop dementia friendly communities.

Stats re dementia

NHS: In August 2015 the number and proportion of patients aged 75 and over admitted as an emergency, overall, 92.8% of admitted patients were initially identified or given case finding for potential dementia.