

Dementia Friends: signatory to Financial Services Charter and training for frontline staff

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Project method

RBS signed up to the Dementia Friendly Finance Charter in 2014 and has since continued to work with the Alzheimer's Society to raise awareness and understanding of the condition across the bank, so we can provide a better service for customers. Since January 2015 15,000 of our colleagues have chosen to develop their understanding and become a Dementia Friend.

Project results/evaluation

A phased roll out plan within NatWest Cymru has resulted in every branch having at least one Dementia Friend. Our Local Partners roll out, commencing within Specialist Banking in June, will further ensure that Dementia Friends and the ability to recognise, understand and respond to the needs of our customers living with dementia are embedded fully within RBS during 2015.

Project area classification

Hospital care		Emergency care	
GP care		Dementia	x
Social care		Learning disability	
Voluntary sector		Other mental health	
Financial services	x	Palliative care	
Police		Advance planning, LPAs	
Legal		Commissioning	
Community health care		Training	x
Nursing and care home		For professionals?	
Acute care		For public and service users?	
Chronic care			