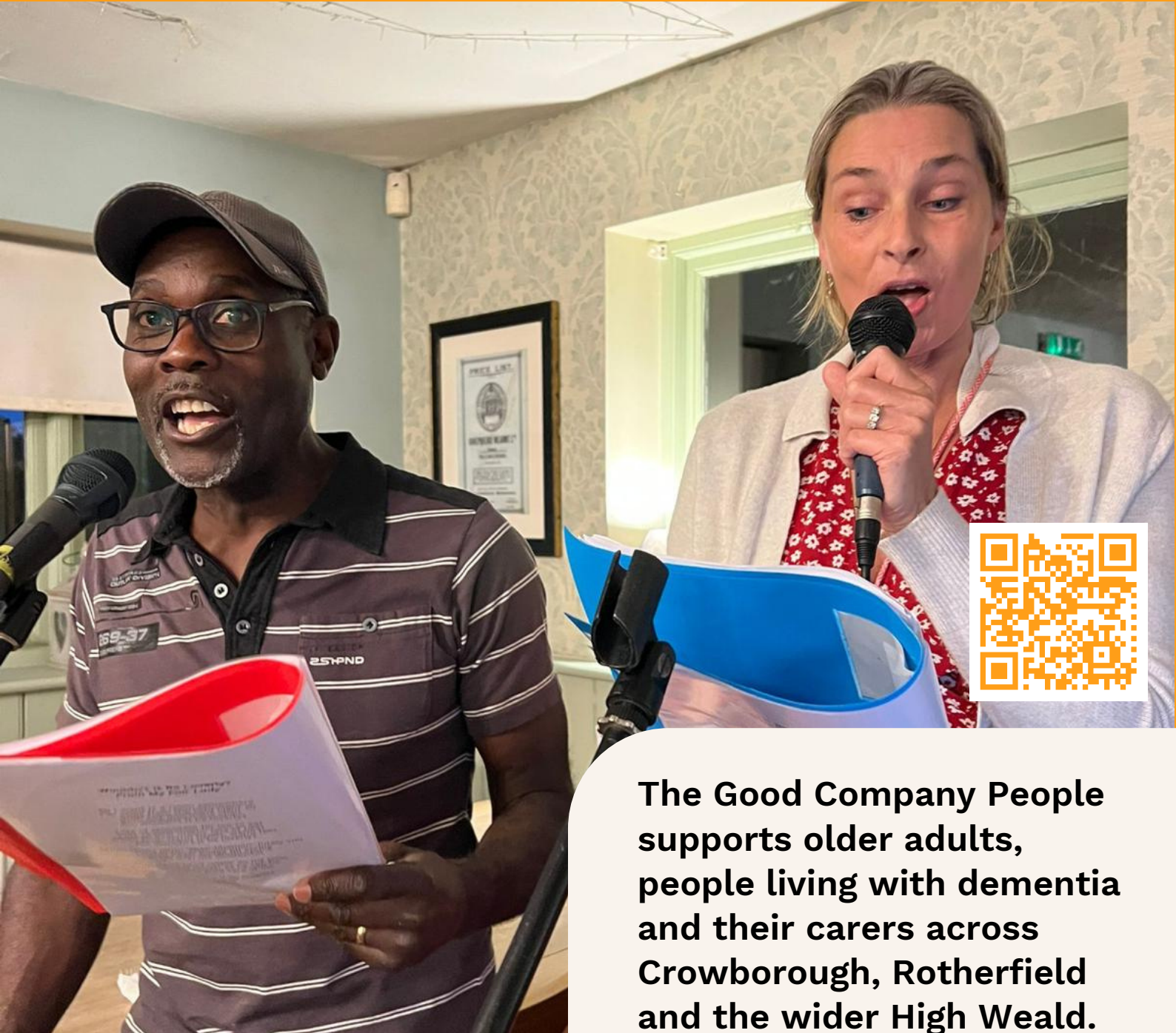


A Year in Review 2024 - 2025



**the
Good
Company
People®**

The Good Company People supports older adults, people living with dementia and their carers across Crowborough, Rotherfield and the wider High Weald. We offer connection, companionship and early one to one support to help people stay active, confident and part of everyday community life.

In Memory of Hazel

Good Company began with a simple promise made at a kitchen table. Our CEO and Co founder Lucy Buck wanted her mum Hazel, who was living with dementia, to keep doing the things she enjoyed in places that felt familiar and safe. Hazel wanted to feel at ease. She wanted to be around people she trusted. She wanted her world to stay warm, steady and full of small joys.



Hazel Buck
(1950 – 2024)

Hazel passed away towards the end of 2024, but her wish still sits at the heart of everything we do. Over the last year Good Company has continued to grow into something she would be incredibly proud of. We have built a community where older adults, carers and volunteers feel seen, valued and connected.

Everyday Support

Good Company is built on the simple idea that life feels easier when you have someone to talk to, something to look forward to and a place where you feel welcome.

We continue to walk alongside older adults, people living with dementia and the people who support them. Our approach is warm, flexible and shaped by real lives.



Concierge

Early, personal support at key moments. We help people understand their options, navigate appointments and plan ahead, reducing pressure on families and preventing crises.

Clubs

Our clubs offer older adults and carers familiar places to meet, eat, move, create and enjoy good company. They take place in pubs, cafés, community venues and outdoor spaces so people feel relaxed and included. Clubs help reduce loneliness, lift mood and keep people active.

Volunteers

Our volunteers welcome people, support activities and offer steady companionship. Their commitment increases our capacity, keeps costs low and ensures every club feels friendly and inclusive.

Know How

Our Know How library offers clear, simple guidance on dementia, staying active, local services and planning ahead. This helps people understand what to expect and make confident decisions at the right time.

Circles

Our small Circles bring together people with similar experiences to share concerns, learn from one another and feel understood. This early emotional support helps carers feel steadier and less alone.

LEAP

Our Lived Experience Advisory Panel brings together members, carers and volunteers who meet monthly to advise on what works and what needs to change. Their insight ensures our work remains relevant, safe and genuinely shaped by the community.



A Week in Good Company



Clubs that feel like home

Over the last year our clubs continued to be familiar and welcoming places where people felt comfortable, understood and included. More than one hundred and fifty members joined us across the year, taking part in thousands of hours of good company and shared activity.

Do you recognise our Club logos? Good Company has always taken inspiration from the warmth and humour of The Thursday Murder Club. We are grateful to Richard Osman for his support.

Our programme now includes:

- The Monday Supper Club
- The Tuesday Lunch Club
- The Tuesday Art Club
- The Wednesday Games Club
- The Wednesday Supper Club
- The Wednesday Snooker Club
- The Thursday Walking Club
- The Thursday Cinema Club
- The Saturday Company Club

With more to come ...



A special visit from Sian Welby of ITV's This Morning, who joined our Wednesday Clubs and took part in a lively game of Cluedo with members.

The Difference a Year Makes

Over the last year Good Company has continued to grow as a steady and trusted part of life for older adults, carers and volunteers across the High Weald. What began as a small idea has become an everyday source of connection, reassurance and companionship for our community



150+

Joined our clubs

100+

Concierge discovery sessions

2,600+

Calls, messages and visits to support people

6

Circles launched and growing

2700+

Volunteer hours were given with kindness

47

Volunteers including hosts and concierge

"Good Company changed my life, bringing joy and connection to my days."

98%

Feel more connected after joining Good Company

95%

Say their mood improves when they come to clubs or Circles

90%

Feel more confident attending activities with support from our hosts

4 / 5

Carers said Good Company helps them keep going day to day

100%

Said they feel welcomed at Good Company

320+

Clubs and gatherings held across the year

Where are we now?

Good Company has been focused on the High Weald for the last three years. During 2024 to 2025 we strengthened our reach across Crowborough and neighbouring villages, built deeper relationships with local partners and gathered clearer evidence about what people want and need as they grow older.

What we see across the High Weald is a community with a large and growing older population, many of whom want to stay active, connected and involved in everyday life. But rural distance, limited transport and dispersed services mean people often need support that is local, familiar and easy to reach. This year gave us a clearer picture of how people prefer to connect, the kinds of questions they bring, and what helps them feel confident navigating changes at home. These insights now shape how we plan the next stage of Good Company.

Heart of the Community

We tested a small Pop Up space at Chappells Pharmacy to see whether a local, informal drop in would make support easier to reach in a rural area. People came with everyday questions about appointments, confidence and small changes at home.

The Pop Up reached people we had not met through clubs or Concierge and showed the value of having a visible local presence. It confirmed that many older adults and carers want somewhere nearby to talk things through early. These insights are guiding our plans for a future Good Company HQ.



Finances at a Glance

INCOME £285,641

Funded by trusts and foundations, local partners, national programmes and individual donors.

EXPENSES £240,992

94% on charitable activities

6% on fundraising

This funded clubs, Circles, Concierge, volunteer training, Know How resources and the essential operations needed to keep Good Company running.

At year end we held £178,982 in reserves, equal to 4.7 months of operating costs, which sits within our reserves policy.



For every £1 spent

94p goes directly into practical support for older adults, carers and people living with dementia across the High Weald. Almost everything we spend goes straight to the people who need it.

£32,000 in Voluntary Hours

Volunteers gave over 2,700 hours this year, worth more than £32,000 in equivalent staffing. This community-led contribution is at the heart of what makes Good Company work.

A Note from Our CEO

This year showed us why Good Company matters in a rural place like the High Weald. People came to us when life was changing, when they felt unsure what to do next, or when they simply needed a steady voice they trusted. Most of this support happened long before anyone reached crisis. A conversation, a plan, a reminder, a lift to a club, a moment to talk things through. These everyday interactions helped people stay more confident, more active and more connected for longer. This is what prevention looks like in real life.

We also saw the gap we fill more clearly than ever. Many older adults and carers told us they were not sure where to turn when things felt difficult. Good Company offered something familiar and approachable. Clubs where people feel at ease. Circles where carers can talk honestly. Concierge support that helps people understand their options and make decisions with more certainty. Not formal services. Not crisis response. Just steady, practical help at the right time.

Our volunteers were at the heart of everything. They gave more than 2,700 hours this year, creating over £32,000 of additional capacity. Their time, warmth and consistency are what keep Good Company strong.

We also tested a Pop Up space in Crowborough. It brought in people we would not otherwise have met and confirmed how valuable a local, visible presence can be. This is guiding our work towards a future Good Company HQ, a place people can access support early and with ease.

As we look ahead, our focus remains clear. We will keep strengthening early support, reach more villages in the High Weald, grow our volunteer base and continue shaping a model that can work in any community. We will keep building something my mum would be proud of: a place where people stay connected, valued and part of everyday community life.

Thank you for being part of Good Company. We could not do this without you.

Lucy Buck
Co-Founder and CEO



Our Funders



The Violet M
Williams
Charity



THE
HEADLEY
TRUST



Thank You

Thank you to every funder, partner and donor who supported Good Company this year. Your investment helped older adults, carers and people living with dementia stay connected, confident and part of everyday community life. You enabled clubs to run every week, Circles to grow, Concierge to respond early and volunteers to give their time with confidence. We are deeply grateful for your belief in our work.

Return to Normal Life

Jean and Colin reached out to Good Company when life had begun to feel difficult to manage alone. Colin was experiencing cognitive changes, and Jean had become his main support. They told us that many days felt uncertain and that they often did not know where to turn for clear, steady advice.

Good Company became a place where they could talk things through, find practical help and feel part of everyday community life again. Clubs gave Colin routine and connection, while Jean found breathing space and reassurance. Circles offered honest conversation with others who understood the ups and downs of caring.



“

“You have given us encouragement, a listening ear and practical advice that helped us feel like we had a normal life again. The activities are varied, the volunteers are lovely and the friendship circles have been a real lifeline. It has meant so much to both of us.”

The reassurance of knowing support was nearby mattered just as much as the activities themselves. Clear guidance, given at the right time, helped them feel more confident and less overwhelmed by the changes ahead.

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“Knowing you are just a call away makes such a difference. Your support has given us a more positive outlook and helped us avoid the downward spiral that can come after diagnosis. We would be in a far worse place without the clubs, circles and personal support.”

Their experience reflects what many people tell us: early, local support helps people stay steadier, more connected and more in control of everyday life.

Good Company Matters

Good Company reaches people at the exact moment when they are most likely to fall through the gaps. People come to us early, often before formal services, because our support is local, familiar and rooted in everyday life. This approach strengthens people's confidence, independence and wellbeing long before crisis hits.

“

“One in four people who suspect they have dementia leave memory clinics without a diagnosis. Without a diagnosis there is no follow-up and no support. That is where we come in. By providing connection, activity and community before the crisis, we give people the chance to live well, stay independent and delay decline. In many ways, our role is as important as treatment.”

Professor Naji Tabet
Special Advisor and Professor of Dementia and
Old Age Psychiatry



Our Board of Trustees



Our Board of Trustees guides and protects the work of Good Company. They bring professional insight, personal experience and a shared belief that support should feel human and grounded in real life.

They understand the practical and emotional realities of growing older and caring for someone, and their role is to ask good questions, offer steady guidance and help us grow with integrity.

Their commitment helps ensure Good Company remains strong, purposeful and sustainable.



Thank you for being part of Good Company. Together we are helping people stay connected and confident for longer.

www.thegoodcompanypeople.org



the
**Good
Company
People®**

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The Good Company People is a Charitable Incorporated Organisation (CIO) registered Charity number 1202836. Our registered address is 1 Monastery Gardens, Rotherfield, East Sussex, TN6 3NB