

## Welcome to The Good Company People

Thank you for taking the time to find out more about the roles of Chair and Trustees of the Board of The Good Company People. We are delighted that you are interested and hope that you will seriously consider applying for a role on our Board.



The Good Company People vision is world where older adults at risk of social isolation, many of whom are experiencing cognitive changes or dementia and those who care for them, live happier, healthier and longer lives in their homes and communities. Our mission is to engage with older adults as early as possible and co-create Good Company to respond to their changing needs to maximise time spent living independently. We are co-creating Good Company with members, staff, volunteers and professional referrers to gain key insights into how we can achieve our mission. We experiment and iterate and are persistent in our efforts to design and deliver a preventative, impactful, sustainable and scalable model.

*“In modern life we so often over complicate things but behind The Good Company People is a perfectly simple (and simply perfect) concept. That time spent with friendly people is good for us.*

*This is no wild claim; the scientific evidence fully supports it – chatting with friends, building strong supportive relationships, sharing interests and passions all deliver positive emotional, mental and physical health outcomes.”*

*Lord Kamlesh Patel of Bradford, Former Chair of Social Work England*



In April 2023, The Good Company People converted from a Community Interest Company (CIC founded in 2021) to a Charitable Incorporated Organisation (CIO). Our 3 year strategy to has been running for 9 months and we continue to develop and co-create a service to address the unmet needs of the older adults in our community.

We have supported 200 members living in the East Sussex High Weald Primary Care Network (PCN) through Good Company Clubs and Concierge service. By the end of year three, we will be supporting 800 people across the PCN, which has an over 65 patient population of 15,000.

Our focus is to gather evidence of our model's effectiveness, acceptability, and feasibility. Our aim is to scale up across Sussex with an ambition to develop a nationwide approach to make Good Company accessible to everyone across the UK.

# Introduction

**The Good Company People supports people over 65 to live happier, healthier and independent lives for longer in their homes and communities.**

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*"the combination of a lack of community services and an ageing population, three quarters of whom report feelings of loneliness, has led to a crisis of care in Britain".*

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*The Jo Cox Commission on Loneliness*

Whether someone is feeling isolated, caring for someone with dementia, experiencing cognitive changes, living with dementia themselves, or simply looking to promote their own wellbeing by building strong local connections, we are here to support them. Our aim is to bridge existing gaps between people's needs and available statutory health and social care resources, ultimately preventing carer breakdown and premature admission to a care home.

**40%**

of all dementia cases could be prevented or delayed by promoting brain health.



Alzheimer's Research UK, Sept 2022 - Tipping Point: The Future of Dementia

We offer support through weekly and monthly 'Clubs' which are always suitable for people living with dementia or who want to maintain their brain health. Our activities are based on the latest scientific evidence that supports, maintains or improves cognition. Club activities include lunches at local pubs, walks, singing, art, quizzes and games. Our staff and volunteers always provide a supportive environment where Members can relax and meet like-minded people. For family carers, our clubs can be a respite as they receive support and guidance while the person they care for is close by enjoying the club activities.

We also offer a 'Concierge' service to our members, a free, highly personal and proactive support service. We know that no one size fits all, so we start with a discovery session to understand the life story, hobbies, health, personality, and wishes of the member and, if relevant, the person they care for. Together, we design a personalised support plan to access all available statutory and voluntary services and TGCP provide a single point of contact to help them maintain their independence for longer. We match Members experiencing similar challenges to form peer support groups and, if required, access to specialist training and advice.



The Good Company People is a registered charity number 1202836.  
[www.thegoodcompanypeople.org](http://www.thegoodcompanypeople.org)

**Our multi-dimensional approach at a personal and community level differs from the traditional models of voluntary organisations, which often deal with issues such as social isolation or dementia care in isolation. These are the unmet needs identified by our own research:**

### **1) Socialisation (Good Company)**

Socially isolated people can feel trapped and lonely. As a result, they are often prone to depression. They crave opportunities for "normal" activities, such as lunch at a pub. People in a caring role particularly seek the chance to meet others "in the same boat" while the person they care for is safely enjoying themselves in the same room.

### **2) Highly personalised services**

This is particularly important for those caring for someone or living with dementia themselves. Dementia is a progressive disease, experienced differently by each person and therefore caregivers need highly personalised support that responds to their changing needs.

### **3) A single point of contact**

To help navigate the care system and always know that someone is there for you when you are too tired to speak, or when you need a break from your current situation.

**With most major national dementia charities moving to fully virtual support, an in-person, hyper-local solution is needed more than ever.**

In order to deliver a highly personalised service to meet the individual needs of our community members we have brought together a blended team comprising of both professionally trained paid staff and volunteers.

We have anchored ourselves in the local community through over 150 trusted relationships with health and social care and voluntary services including GPs, social prescribers, memory assessment teams, dementia support teams and the community nursing team.

We are part of the Wealden Dementia Action Alliance and Crowborough Dementia Action Alliance, 3VA Older People's Network, and Care For the Carers Voluntary Care Services. We work with local businesses that have direct contact with older adults (solicitors' offices, chiropodists, mobile hairdressers, gardeners etc.) to identify socially isolated individuals or people who are experiencing cognitive changes and require more support.

We currently have a team of 4 FTE staff supported by 25 volunteers delivering Good Company. Furthermore, the team are co-creating a scalable, sustainable model to meet the needs of older adults by engaging with key stakeholders and piloting new services, developing the database to underpin member journeys and capture outcomes and learnings, building a team of professional volunteers to provide Good Company and securing the necessary funds to scale.

Our leadership team and Board of Trustees have a strong background in systems change and strategic learning. Dr Delia Pop (Co-founder, Technical Advisor) is a globally recognised leader in care reform, specialising in monitoring, evaluation and strategic learning. Co-founder & CEO Lucy Buck, a UBS Optimus Global Visionary, was the founder of Child's i Foundation, an organisation that pioneered childcare system reform in Uganda and changed the country's laws. Director of Services, Felicity Streatfeild, has lived experience and a strong background in PR, marketing and project management.

# Join our movement

**The Good Company People is a values-driven organisation. Our values underpin every decision we make and every action we take.**

## Respect and trust

We believe that trust and respect are the cornerstones of all meaningful relationships.



## Community

We harness the wisdom, experience, and passion of individuals to co-create Good Company experiences.



## Always curious

We will never stop exploring and discovering new ways to experience Good Company.



## No one size fits all

We will always celebrate the uniqueness of long-lived experiences and we never stereotype.



## Everyone welcome

We provide services which embrace diversity and promote equality of opportunity.



The Good Company People Board currently consists of five Trustees. The current interim Chair is one of them. In addition to filling the position of Chair, we are currently looking for two additional Trustees.

We are looking for an experienced Chair and Trustees with a "kind core" (as one of our members puts it) and a strong desire to change the system. They should be comfortable overseeing a small, agile start up charity with an ambition to scale.

We are looking for candidates who have the motivation, time and energy to support a talented team of paid staff and volunteers to develop an effective, impactful, highly personalised and sustainable model to replicate across the UK.

We are particularly looking for individuals who are passionate about our mission. They should have experience in some of the following areas:



- Experience of chairing a charitable organisation.
- Lived or professional experience of dementia.
- Health and social care experience.
- Experience of running start ups.
- Leadership and HR experience
- Volunteer management experience.

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***"Good Company is an oasis in my desert of depression and stress. The team are inspiring, caring, understanding and good friends".***

***Tom, Carer and Good Company Member***

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## Role overview: Chair of Trustees

As Chair of Trustees, your role is to lead the Board and ensure that it fulfils its statutory role and responsibilities and champion the vision, mission and values of The Good Company People.

### Overall purpose of the role:

- Provide oversight and leadership to the CEO, agreeing objectives and reviewing performance and progress to ensure the charity maximises outcomes for the people we serve and achieves our 3 year mission
- Work closely with all board members to ensure the board is operating effectively, with positive trustee relationships and a leadership team
- Chair the Board effectively and inclusively, ensuring that diverse perspectives are sought and heard and that the knowledge and skills of the Trustees are developed
- Be a strong and effective ambassador for the charity in a range of contexts, including fundraising and policy engagement where appropriate
- Ensure that the charity complies with its legal and regulatory requirements in accordance with the Charity Commission and the charity's governing document

## Role overview: 2 x Trustees

### Overall purpose of the role:

- Oversee strategic decisions and provide direction
- Provide strategic input, oversight and support to the management team
- Ensure appropriate financial and risk controls and responsible use of resources
- Act in the best interests of the charity at all times
- Be the final decision makers

## Personal characteristics

- Commitment to the values, approach and mission of The Good Company People
- A good understanding of the legal duties and responsibilities of trusteeship
- A commitment to dedicate the necessary time and effort to the role
- Good communication and interpersonal skills
- Strategic, innovative, adaptive, forward thinking and a healthy risk appetite
- Able to demonstrate impartiality, fairness and the ability to maintain confidentiality and discretion
- Ability to command the respect of fellow Trustees and management
- Experience of leadership and building strong teams comprising of paid staff and a large volunteer base
- A 'kind core' ❤️



## Commitment

These are voluntary roles. Appointments are made for a term of three years, with the possibility of reappointment for a further term. At this stage in our development we need people who can commit to up to 6 board meetings or committees per year remotely or in person in East Sussex. The time commitment is up to 10-15 hours per month.

As we are at the development stage, the Chair and Trustees will be encouraged to regularly attend Good Company Clubs to gain first-hand knowledge and understanding to contribute to the bi-annual Board workshops and give their time and expertise between meetings to provide the necessary support to the small leadership team.

## Safeguarding

The Good Company People is committed to safeguarding members, staff, volunteers, and others associated with our work from exploitation and abuse. We have specific policies on this commitment, including Safeguarding, Whistleblowing, Complaints and Community Standards. Trustees are expected to sign our Safeguarding Policy and our Community Standards and agree to comply with our procedures. Enhanced DBS checks will be carried out.



## Next Steps

**If you would like to apply, please send your CV or LinkedIn profile to [lucy@thegoodcompanypeople.org](mailto:lucy@thegoodcompanypeople.org) and share your motivation for joining the Board and how your skills would support The Good Company People.**

We value diversity and inclusion. We welcome applications from people from all backgrounds and are particularly keen to hear from candidates who have experience of caring for someone with dementia. Shortlisted applicants will be invited to meet with current Trustees and the CEO and will be given the opportunity to speak to the team and attend one or more Board meetings.

We aim to have a Chair and Trustees in place by the end of April 2024. We will be interviewing on a rolling basis and welcome early applications.

## A message from Lucy Buck, Co-Founder and CEO



Thank you for reading this pack.

The Good Company People comes from personal experience as I care for my Mum Hazel, who is living with Parkinson's Disease Dementia.

We need your time, your skills, your passion and your network to help us achieve our goal of ensuring Good Company can be on everybody's doorstep.