



**IMPACT REPORT 2024/25**

# **JUST GOOD FRIENDS**

Turning loneliness into happiness  
one step at a time since 2012

[www.justgoodfriends.org](http://www.justgoodfriends.org)



# Chairman's Statement

## As Chairman of the Trustees it is my honour to introduce the Just Good Friends (North West) Ltd inaugural Annual Impact Report.

As trustees we are acutely aware that our first priority is to protect and maintain the financial health and stability of our special charity to ensure its vital work not only survives but also thrives for years to come. Our inspirational founder and Chief Executive Bev Sykes rightly expects that we match her energy and vision that has driven the charity since its inception in 2012.

As a retired GP I witnessed first hand the healing power of simple companionship at combating the detrimental effects of loneliness and social isolation. I could also see the real need for welfare support for so many people. Our charity aims to fulfil these needs and our members report improved levels of self confidence and independence as a result of our interventions.

We rely on applying for grants to cover the majority of our costs with 40% coming from subscriptions and fund raising events.

One such application was to the Pilot Light Scheme which provides some direct funding with associated mentoring from experts within the commercial world. We made the short list and I along with Bev were invited for telephone interviews.

Although ultimately we were not selected for the programme, preparing for the interview led me to discover the charity SELFA in Skipton that helps excluded children and I was impressed and inspired by their Annual Impact Assessment Report that they use to both inform and attract donors.

I hope that you too are inspired by the impact of our work.

I would like to acknowledge with thanks the work of our bid writer Grant Sellars in compiling the information for this report.

# Our Purpose

JGF's mission is to ensure that the life-limiting mental, emotional and physical health consequences of leading a lonely, isolated and solitary life are eradicated across the Fylde and surrounding area. We do this by turning loneliness into happiness through our weekly programme of daily social activities that have provided a fun, supportive and caring environment for thousands of people over the years and our care in the community programme.



*A Just Good Friend group outing*

# Our Impact in 2024/25



Delivered  
**526**  
social activity  
sessions



**67%**  
of our  
membership  
are female



Welcomed  
**315**  
members  
throughout  
the year



Enabled  
**9638**  
attendances



Delivered  
**1150+**  
hours of social  
activities



Utilised  
**10**  
different  
venues



Welcomed  
**60**  
new members  
during the year



**90%**  
of our  
membership  
are over the  
age of 60



Worked with  
**30**  
different referral  
partners across  
the Fylde Coast



Received  
**40+**  
referrals from  
partners



**40%**  
of our  
membership are  
80+ years old



Provided care  
in the community  
to an average of  
**40** members  
each month

## Our members told us that since joining us



**98%**

felt their number of friends and relationships had increased.

**85%**

said they no longer felt isolated or lonely.

**93%**

have a greater sense of belonging and support.

**93%**

feel happier with their life.

**91%**

feel they have the support they need when things get difficult.

**79%**

have more hope for the future.

**90%**

feel more cared for and valued as a person.

**74%**

feel more able to continue living independently.

# Case Study

**Female 64.**

**Loneliness scale: Most lonely 10.**

**Least lonely 0**

**Introduction scale: 9    After scale: 2**

"After my husband passed away I experienced profound loneliness and became isolated.

I looked online and found JGF. My mind was full of bad thoughts, especially as Christmas was approaching, like nothing was worthwhile, being alone seemed like the end. Once I met Just Good Friends, and realised the support I was given was helping, everything has changed. I was helped with finances and budgeting through a referral to CAB. I also eventually became a volunteer which has changed everything. I feel I have a purpose in life and am a valued member of JGF. Now I help others in the group.

Now I look in the mirror and SMILE! X"



*Just Good Friends working with the Kings Trust*



*Just Good Friends 13th anniversary celebrations*

**We would like to thank the following partners without whom we wouldn't be able to deliver the impact we do as an organisation.**

Age UK

AKS School

Alzheimer's Society

Bae Foundation

Beaverbrooks

Citizens Advice

Community Foundation for

Lancashire

Counselling In the Community

Dementia UK

Eric Wright Charitable Foundation

Freemasons at St Annes Palace

Fylde Borough Council

Garfield Weston

Glasdon charitable programme

Handyman Service

Initial Response Service

Integrated Care Board

Jan Schofield Lancashire Country

Council Champion for Older People

Kings Trust

Kirkham Social Prescribers

Lancashire County Council

Lancashire Fire Service

Lancashire Police

Links Pub

Lytham Mental Health Team

Lytham St Annes High School

Masonic Charitable Foundation

Mayfield Sports Bar

N-Compass

Neron Computers

NHS

N-Vision

Our Patrons

Our Trustees

Our Volunteers

Payback Time Trust

Pets as Therapy

Red Rose Responding Fund

SELFA Children's charity

Skelton Charity

Skipton Building Society

Soroptimists

Stagecoach

St Annes Tennis Club

The Halsall Foundation

Victoria Hotel

Well Centre

Wesley's Café and Larder

Zumba Suzie



*Just Good Friends Players - Drama*



*Just Good Friends Halloween party*

A huge thank you to all our amazing volunteers pictured above who work tirelessly to support JGF.



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