



ANNUAL REPORT 2023/24

1st April 2023 - 31st March 2024

MISSION STATEMENT:

To make the benefits of yoga recognised by, and available to, the whole community, with a special effort to reduce perceived barriers to its practice and to promoting inclusion.



ATTENDANCE Total No. of visits: **5363** In-Studio: **4999** Online: **364**

YOGA ON PRESCRIPTION



Herefordshire
COMMUNITY
FOUNDATION



E F BULMER
TRUST



Active
Herefordshire
Worcestershire



SPORT
ENGLAND



Hereford
City Council
working for our city

We **completed** the **Yoga on Prescription pilot**, with astoundingly positive results. Many of the patients who completed the course of 10 classes have retained their attendance and have reported significant improvements in their health and wellbeing.

• **3 GP surgeries**

• **£23000 budget**

• **108 prescriptions**

27 over 23/24 reporting year

• **611 classes taken**

200 over 23/24 reporting year

• **57% of all patients
took 7 classes or more**

For a full report see [here](#) or via the QR link.

"I'm really impressed and overwhelmed about how much my mental health has improved since I have taken up prescription yoga."



"Appreciated that tuition was adjusted to be suitable for each individual and that my limitations were taken into account and yet I was gently encouraged to do a bit more than I thought I could and this built my confidence."

EVENTS

REACH: 20 children, 30 adults



We love our community events. During our annual **Open Day** and **Garden Party** (in collaboration with CUP Ceramics) we **welcomed over 50 people** for free yoga classes, including kids and adults, and family groups of 3 generations! Our team of volunteers makes these events possible.

TEACHER TRAINING

We are building a **sustainable future** for our yoga community by investing in the training of new teachers. We have **2 active trainees** and secured funding to help subsidise their costs.

OUTREACH

Our outreach projects this year **focussed on girls**, and especially on periods! We know that yoga can help women and girls stay active during menstruation and are really keen to continue exploring ways in which **Iyengar yoga** can **empower female strength** and **engagement**.



Here Girls Can

REACH: 200 children, 30 adults



Images: capturedbygabi.com



Through 2 Autumn festivals held at our bespoke studio, we welcomed **200 girls** aged 10-14 for **fun** and **relaxing yoga sessions**. Participants are identified by their teachers as those who do not participate in traditional team sports. These festivals are a brilliant way of giving them opportunities to try a range of activities that are healthy, fun and non-competitive.

This Girl Can Conferences

REACH: 100 adults

Jenny-May presented and taught at **Sport England's conferences** for **PE teachers** in Worcester and Hereford. It was fascinating to talk with committed educators about engagement with physicality, especially in relation to menstruation and the challenges it poses in school settings.



LOCAL OUTREACH TOTAL: 380

Period Education

REACH: available to **all schools** across the UK

We were commissioned by the **University of Swansea** to create digital materials for the **'Optimal Period' project**: practical yoga sessions that schools can use to encourage menstruating girls to stay active and healthy during their menstrual period. Thanks to our collaborators **Optimal Period**, **Stride Active** and **More Creative**.

The video is available to all schools as a package of resources on the Period Education website and can be viewed here: www.periodeducation.org/resources

THE
WHOLE
OF
THE
UK



"OH WOW, IT'S SO
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ORGANISATION DEVELOPMENT

We were invited to participate in a **'Community of Practice'** programme along with other representatives from the voluntary sector providing services to **promote health and wellbeing**. Sessions were designed to share best practice in areas including volunteering, grant applications, public sector partnerships and managing work-load. We used a £3000 grant from Active Herefordshire and Worcestershire to invest in **upgrading our tech** and in design of **print marketing**.



GARDEN

We made improvements to our **community garden** thanks to a 'Greening the City' grant from Hereford City Council (**new planters**).

KEY FIGURES:

TURNOVER

£82,603

GOODS & SERVICES

reinvested in local goods and services

£74,719

BOARD OF DIRECTORS

Chloe Bradman, Prabhakara Hannken, Claire Jenkins (Chair),
Kate Jones, Alison McLean, Jenny-May While (Managing Director)

Hereford Yoga CIC

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