



CIC SUMMARY

COMPANY NUMBER: 09365973

Hereford Yoga Centre is the city's first professional, fully-equipped facility dedicated to the practice of yoga. It is run by a community focused not-for-profit organisation.



MISSION STATEMENT

"To make the benefits of yoga recognised by and available to the whole community"

KEY ACHIEVEMENTS 2019/20

- We prioritised improving access to yoga by:
- Introducing online classes
- Teaching courses for visually impaired students
- Supporting young people through schools based programmes
- Promoting physical and mental wellbeing for older adults

IYENGAR YOGA & OUR TEACHERS

BKS Iyengar's teaching concentrates on correct alignment and logical sequencing to provide a balanced and progressive practice.

All our teachers are qualified in the Iyengar system:

Jenny-May While
Jane Adams
Prabhakara Hannken
Lisa Mané
Rowena Harris

Visiting Iyengar Yoga teachers 2019/20:

Bobby Clennell
Jane Orton
Edgar Stringer

OUR BOARD OF DIRECTORS

All our Board members are Iyengar yoga practitioners.

Board 2019/20:

Jenny-May While
Managing Director

Emma Pugh
Chair 2019/20

Jane Adams
Alison McLean
Prabhakara Hannken
Kate Jones

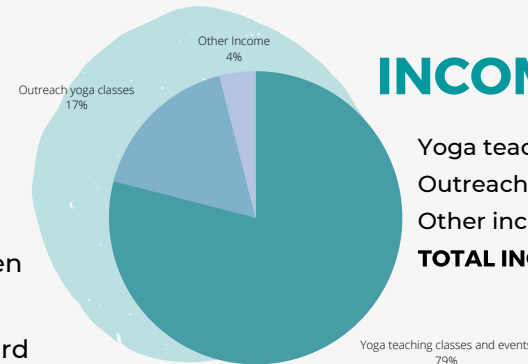
Pete Horvath-Howard
Board Changes for 2020/21:

Claire Jenkins
Chair
Chloe Bradman
Director

FINANCIAL INFORMATION

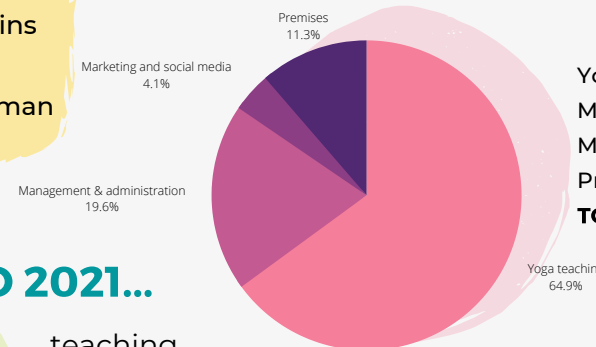
- Fundraising campaign to create Foley Community Garden £14,000 raised by the end of March 2020
- Attendance: 665 unique students, 5390 total visits (Mar19-20)

INCOME 2019/20



Yoga teaching & events: £51,605
Outreach yoga classes: £11,044
Other income: £2,344
TOTAL INCOME: £64,993

EXPENDITURE 2019/20



Yoga teaching: £43,158
Management & administration: £11,044
Marketing and social media: £2,344
Premises: £7,593
TOTAL EXPENDITURE: £66,901

NET LOSS: -£1908

THINKING AHEAD TO 2021...

- Consolidate our online teaching programme
- Complete our garden project
- Foster a learning community for yoga practitioners

Contact us:

info@herefordyoga.co.uk
www.herefordyoga.co.uk



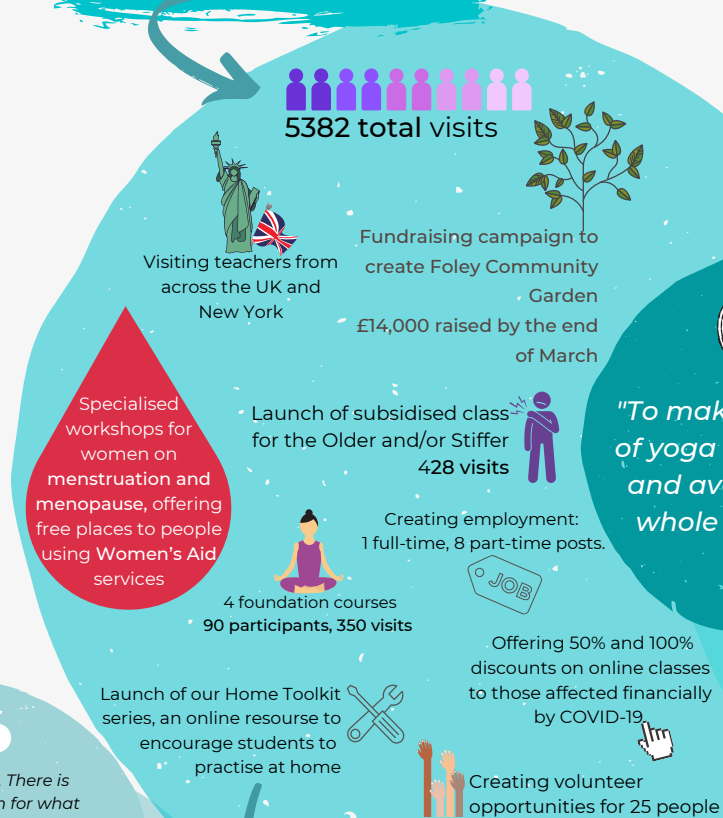
Hereford Yoga Centre is kindly supported by:





- 16 yoga classes a week from Hereford's only dedicated, fully equipped yoga studio.
- Classes open to the general public, with specialised sessions for Men, Women, Teens, Children and Older &/or Stiffer people.
- Classes and workshops of between 8 and 30 people
- Participants reported increased physical strength and health, increased mental wellbeing and improved confidence and resilience.
- Strengthening partnerships with GPs, physiotherapists, osteopaths and psychologists/counsellors, leading to increase in signposting to help patients implement long-lasting changes in life-style, health and wellbeing.
- Comprehensive outreach programme in partnership with stakeholders in the local health, education and charity sectors
- 250 classes delivered in the community, free for participants.
- Successful transition to online platforms in response to COVID-19

Within our Centre



Within the Community

HYCIC delivered 250 free classes reaching around 1200 participants through the outreach programme during the year 2019-2020...

Beneficiaries included:

Tertiary/Higher Education:

- Hereford Sixth Form College
- Hereford College of Arts
- Royal National College (for the blind)
- Telford College (Worcester Uni)

Secondary Education:

- Aylestone
- St Mary's
- Bishops

Primary Education:

- Lugwardine
- Longtown
- Fownhope
- Lord Scudamore
- St James

Other:

- Staff of Herefordshire Housing (formerly housing association)
- Children and families of armed forces
- West Mercia Women's Aid service users
- Patients at Oak House (residential mental health ward)

2Gether Oak House
12 classes for residents in recovery on open psychiatric ward. Positive feedback, keen to continue after lock-down.

"I am LOVING the online teaching and really hope it continues after the lock down."

"all in all have felt the benefits more than ever."

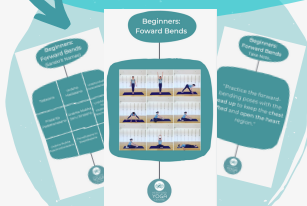
"So many thanks. There is much appreciation for what you are doing out here from in there!"

"In general I have found classes to be more important/necessary than ever."

"What a fantastic idea, love it! Thank you Jenny-May, these [toolkits] are really helpful and a great incentive to try out different stuff as I tend to just repeat the same small group of moves at home."

5/5

Universal
MINDBODY
rating



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1 Initial Response

March

Transition to online classes from 20th March

Swift and efficient transition with no break in services

Online classes met ongoing and increased need for benefits of better physical and mental health.

Online Timetable

DAY	TIME	CLASS
Monday	10.00am - 11.30am	Improvers
Term-time only	2.30pm - 3.15pm	Children & Family
Tuesday	7.30pm - 8.30pm	Beginners/General
Thursday	9.00am - 10.00am	Beginners/General
	6.15pm - 7.45pm	Improvers
Sunday - last of month	7-8.30 pm	Restorative

Online classes available for all levels straight away (20th March)

Additional wellbeing sessions for a local artists' collective and for GP support services - all free at point of contact.

Children & Family class created to help parents with kids at home

50% and 100% discounts for those experiencing financial insecurity due to COVID-19. 12% (approx) of participants took up this offer.

2 Lockdown Months

April - June
May

Continuation of live classes on Zoom which allows students to ask questions and interact

Maintaining a strong online presence in other ways

Collaboration with Wye Valley NHS Trust to provide pre-recorded online sessions for key worker staff

Social Media

Remained active on our social media platforms, mainly Instagram, Facebook and YouTube. Gained approximately 30 Instagram followers during lockdown.

Promoted our 'Home Toolkit' series, 'Yoga Hacks' posts, and other short yoga sequences to encourage home practice

Fundraising Event

Hosted a free online event (4th July) and welcomed donations to support Foley Community Garden and Hereford Food Bank.

Event included an online yoga class followed by a live yoga philosophy lecture by guest speaker.

July

32 participants
£350 raised

Online Stats

Online studio class numbers up to 1227 by the end of July.
See graph for month-to-month breakdown

1500 collective views on our YouTube channel, including 'Yoga Sessions for Key Workers' and 'Back to School' kids videos.

3 Reopening the Studio

August

Planning the reopening of the centre safely and in line with government guidelines....

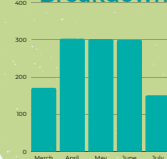
- 2m mat spacing
- Reduced timetable
- Clear signposting
- Sanitiser points
- Informative video & social media
- No physical adjustments in class
- Continuation of online classes
- ...and more.

September

Reopening HYC for face-to-face classes on Tuesday 1st September.

OPEN

Monthly Breakdown



Welcomed remote participants from:

- London
- Bristol
- Manchester
- Wales
- Scotland
- Barcelona

Feedback

"These yoga classes have been my lifeline through lockdown"

"The online yoga classes have been invaluable to us over the last 4 months and we are very grateful for all your hard work in keeping going with them."

"The yoga has kept me sane"

"YouTube videos I have really enjoyed and has felt an easily accessible top up between classes."

"I have really loved the pranayama classes"

"I found the lecture with Ruth totally engaging and inspiring - I've definitely got lots more to learn!"

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