

MISSION STATEMENT

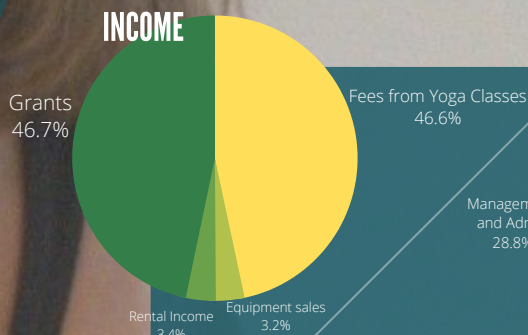
To make the benefits of yoga recognised by and available to the whole community.

HEREFORD YOGA CENTRE IS THE CITY'S ONLY PROFESSIONAL, FULLY-EQUIPPED FACILITY DEDICATED TO THE PRACTICE OF YOGA.

"We too often hear perceived barriers to yoga, like 'I'm too old', 'I'm too young', 'I'm a man, it's for women', 'I don't have the money', 'It's not for the likes of me'. Our ambition is to remove these barriers and embark on a true democratisation of yoga and its benefits."

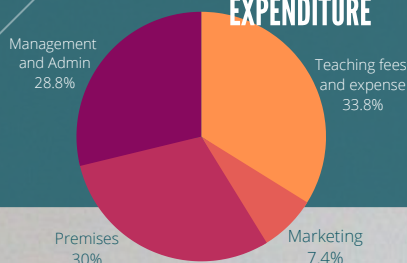
- Jenny-May While, Managing Director

INCOME



FINANCIAL SUMMARY (20/21)

EXPENDITURE



KEY FIGURES:

- £75,417 total income
- £59,507 total expenditure
- **Profit for Year: £15,910**

IYENGAR YOGA, OUR TEACHERS & BOARD OF DIRECTORS

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

OUR TEACHERS

Jenny-May While, Jane Adams, Prabhakara Hannken, Lisa Mané

VISITING TEACHERS

Ruth Westoby

BOARD OF DIRECTORS

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

BOARD CHANGES FOR 2021

Resignation of Jane Adams (Treasurer) and addition of Huw Rees (Treasurer Support)

FIND US:

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KEY ACHIEVEMENTS FOR 2020/21

- 3138 total visits (online and in-studio) from 1st April 2020-31st March 2021, sustaining a hybrid class set-up
- Continued teaching in schools and colleges
- Introduced a new online platform for workplaces and schools (See page 2)
- Kept our online following engaged via regular social media updates, including inspiration for practice, asana infographics and ideas

KINDLY SUPPORTED BY:



LOTTERY FUNDED



STUDENT FEEDBACK

"It's a real lifesaver during lockdown."

"Great class tonight. I loved the sideways leg stretch which relaxed the soles of my feet. I generally try to ignore my feet which are fairly immobile. Tonight I have happy feet. Thank you."

"I just wanted to say thank you for the free online sessions from lockdown. I've been doing two or three most days for the last few months. Definitely feeling the benefit. Learning by repetition!"

"Just wanted to let you know how much I'm enjoying your YouTube programme."

"Really great class I think the live class and the online work really well! Great to hear you laughing and the interaction between people in the space it really adds to the online experience"

"I didn't come to online classes, but everything you put on social media has kept me engaged and inspired through lockdown and I'm glad to be back in the studio"



Teachers attended national convention with Abjijata Iyengar.



Sustained the options for classes open to the general public, with specialised sessions for Men, Women, Children and Older &/or Stiffer people.



3138 total visits
(online & in-studio)
2167 online visits
(69% total visits)



Started our first Teacher Training programme.



Launched online course for HYC students 'Yama in Asana'.



50% and 100% discounts for those experiencing financial insecurity due to COVID-19.



Participants reported increased physical strength and health, increased mental wellbeing and improved confidence and resilience.



Constant modification of teaching environments between the first, second and third lockdown periods.

EVERY BODY YOGA - PILOT

VISION: To create an online platform for customisable Iyengar yoga programmes. (Future vision is for this to lead to development of an Iyengar yoga app)

With Covid-19, a combined effect of increased need, financial insecurity and reduced access to services for the communities we work with is concerning.

We have launched 2 online pilot programmes for public sector organisations and schools across Herefordshire.

PILOT PURPOSE:

- To gain feedback on the process, execution and quality of the platform.
- Increase online presence to increase HYC attendance (online and in-studio)

SO FAR...

- CAMHS Hereford, Connexus, Stride Active (Schools)
- **SCHOOLS' PILOT:** Stride active (covering over 200 schools in Herefordshire and Worcestershire) have signed up for 32 classes comprising 8x Energisers, 8x Relaxers, 8x 40 Min Classes and 8x 30 Min Classes.
- Positive feedback from the corporate programmes, with requests for more regular classes.
- HYCIC have been granted 16 hours of business support to maximise the pilot