

# 2023



**impact report**





# a word from our co-founders

## Max Henderson & Nick Higgins...

This is our first annual report, following our B Corp certification in 2022. It is intended to report and reflect on the past 12 months following certification and give an honest assessment of our progress - highlighting our strengths and wins as well as openly pointing out our shortcomings. Importantly, it sets out a plan of action that we can be held accountable for.





# our journey to certification


Like so many businesses, we're proud to have had strong ethics at the core of our business since we founded the company. But B Corp certification was the cementing of that: something that set the strong values in stone for the future.

The certification process itself forced us out of our comfort zone and made us look at our impact in a very tangible, broad sense. That was both rewarding and eye-opening. And it's changed us for the good.

We have a clearer, more rounded view on our impact. We have a clearer sense of where we have a really significant positive impact and where we can and should do more. That clarity has set us on an exciting path. It also really embeds the importance of our social and environmental performance into every part of the company - starting right at the top. Having a strong Code of Ethics clearly committed to

and communicated and the B Corp principles enshrined in our Articles means that from the Board down there is a necessity to address these considerations. But perhaps more importantly, in a sense, these things are being considered and discussed more and more on a day to day basis - in management and team meetings and in regular decision making processes.

Being a B Corp sends a message - internally and externally, that we're committed to making a positive impact in the world. That can and should be an expectation of us from here. And given the industry we operate in and our specific mission - to inspire everyone to feel great through the power of yoga - this should hopefully be no surprise. We are sincerely committed to reducing any negative impact we have in the world and to enhancing our positive impact and we're excited to show our progress on that.



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# reflecting on this year & looking forward to next year

Given it's our first year as a B Corp, we've certainly learned a fair amount about how we can better control and influence our impact and this will inform our planning going forward. We want to ensure we're ambitious in what we do, but also practical about what we can achieve in given timelines. While there are some really notable achievements this year, there are also some key areas that we've failed to make real progress on. So, looking forward, materiality is key - we really want to focus on a couple of really material things that will be foundationally important for the impact we have on the world in future.

We delivered on some commitments this year that we should be rightfully very proud of: our bursary programme continues to be a shining light - something that has a lasting impact, addresses a very specific and significant failure

of our industry and does it with ambition - using our unique position as a force for good. That will continue and will be built upon going forward. But, at the same time we've not made enough progress on energy and water. It's been present in our thoughts, we've done some good work to reduce consumption and raise awareness in our network and we've maintained our stringent approach to supplier selection. But, we've not done enough to put rigorous processes in place that allow us to measure and monitor really effectively - and it's fundamental and foundational focuses such as this which we must prioritise this year.

*We want to ensure we're ambitious in what we do. but also practical about what we can achieve in given timelines.*



# B Corp score and goals for recertification



Current score:  
**88.1**

Breaking this down, we currently score:

Governance **16.6**  
Workers **24.9**  
Community **19.7**  
Environment **15.1**  
Customers **11.5**

Goal for recertification:  
**100**

Our goal is to achieve improved scores of:

Governance **20**  
Workers **26**  
Community **22**  
Environment **20**  
Customers **14**

Improvements can certainly be made across all areas but in particular we'd be looking to raise our score in the Customers and Environment impact areas. We are primarily a Health & Wellness company, so we really feel we should be able to achieve a higher score in that area. Similarly, albeit energy consumption is inextricably linked to what we do, there are improvements we can look to make in the direct environmental impact of our operations and supply chain. These will be two key areas of focus for us in the coming year.

We commit to making concerted efforts to retain our **B Corp status** and improve our impact every year. We also commit to reporting on this clearly and publicly every year.



1 GOVERNANCE



Current score: 16.6

what we said we'd do

Properly integrate our code of ethics into existing franchise network.

Embed ESG performance, risks and opportunities into management processes, including team reviews.

Publish first full annual review in Summer 2023

what we did

In Dec 2022 we held an all company training which introduced our updated brand mission + values and our new code of ethics to the franchise network. This now lives on our internal intranet and HR system for all to access and reference. We also now include our code of ethics in the onboarding process of all our franchisees and HQ staff.

Mixed progress on this goal. Whilst environmental and social impacts are being folded into consideration in both internal meetings and key business decisions, we are yet to formally report on and monitor environmental and social KPIs in management meetings or team reviews. ESG issues are an agenda item at Board meetings at least quarterly and we have an annual review of the strategy scheduled at Board level.

Here it is!



## impact area plans and progress



### Plans for the next 12 months:

1. Further impress our company mission in the psyche of our stakeholders - particularly our HQ team and network of franchisees. Thus cementing the mission 'To inspire everyone, everywhere to feel great through the power of yoga' making a positive impact on our immediate communities and building our brand identity as a positive driver of change.
2. Introduce annual working sessions with the team, specifically on B Corp. (i.e "here's progress so far this year, what more can we do?") Then this can also be discussed at the Board.
3. Improve transparency in our environmental and social actions and progress by publishing this 2023 impact report online and including in our customer facing newsletters.
4. Build B Corp into our training schedule for new franchisees by highlighting our Impact Assessment score, sharing this report and opening the floor for feedback and input from new stakeholders in the business.
5. Build in a B Corp introduction into our onboarding process for new starters, to embed the values and thinking from day one of employment with us.



## 2 WORKERS



**Current score: 24.9**

Our head office team is the heart of everything we do. They drive everything we do for our network of franchisees and our customers. Ensuring we are providing the best working environment for our team is of paramount importance to us.

Over the last 12 months we've really worked to drive forward our culture at HQ - helping ensure our business is a really great place to work for all. Here's some highlights:



impact area plans and progress



what we said we'd do

Begin measuring employee engagement, eNPS & collecting weekly feedback.

what we did

In May 2023 we introduced a pulse survey eNPS tool to start collecting regular feedback and track employee engagement across the team.



We've also introduced quarterly talent meetings to help monitor team sentiment, employee progress, recognition and feedback.

Introduce mentoring opportunities for those not part of leadership team.

We've introduced the opportunity to mentor (buddy) new starters who join the team, albeit this is informal in its approach it has really eased the onboarding process for new staff.



# impact area plans and progress



## what we said we'd do

Complete a company wide training on E,D&I, including bias.

Further improve our flexible working policies.

Other things we've changed or introduced in the past 12 months:

## what we did

In Spring 2023 we worked with an external facilitator to hold a formal training introducing both employees and all franchisees to the concepts of equality, diversity and inclusion, including a focus session on understanding bias.

Introduced core working hours, remote working options and moved from 40hr week to 37.5hr week.

- Supported a handful of employees to complete both accountancy and management training courses.
- Provided x2 cost of living inflation related pay-rises to all staff to better support them in the current economic climate.
- Introduction of a TOIL policy, formally recognising additional time spent working outside of contracted hours.
- Launched bi-monthly staff recognition prize, voted for by the team (£100 gift).

## Plans for the next 12 months:

1. Formally introduce a programme of career development and/or further education opportunities for the existing team, including supporting time off for attending professional development courses.
2. Build on the feedback we are seeing through employee engagement tools and make recommended changes from the team accordingly.
3. Introduction of a new 'Chief of Staff' role to really focus on supporting the team internally and continually improve employee engagement.
4. Introduce work-experience opportunities for 16+ school leavers.
5. Further our commitment to diversity, inclusion and anti-discrimination in the workplace by measuring the diversity of our current team (both HQ staff and teaching team) and using that baseline to track progress over the coming years. Striving to diversify our hiring pipeline and build a more diverse team whilst hiring fairly.



## 3 COMMUNITY

**Current score: 19.7**

We rely on the communities that our studios are based in and we care deeply about them. We will endeavour to be a positive actor in those communities, contributing in a meaningful way by improving the lives of those within it while minimising any negative impacts we have.

As we grow the brand, we commit to using our scale for positive change - raising awareness & funds for charities on an ongoing basis. We will choose charities aligned with our brand values as a company.

As a brand with a commitment to bringing the wonderful benefits of yoga to as many people as possible this is a really important impact area for us. One that we've made good progress on in the last couple of years but there are still exciting opportunities for change and improvement here.





# impact area plans and progress



## what we said we'd do

To continue to work on delivering on our commitments made in the **framework for change**, with 3 notable aims this year:

- Finally complete the commissioning of the research with Race on the Agenda.
- Committing to another company-wide training on inclusion, this year focusing on unconscious bias (we will then commit to such training annually, looking at a different focus each year).
- We'd like to make progress on our aim to extend our bursary programme to our franchise business – offering one franchise a year to an applicant who would otherwise be financially excluded.

As we further expand our merchandise offering to continue to look to source locally, where possible, or to work with our sourcing partner to manufacturers with the strongest environmental and social performance.

To work on a single national charity partnership with a cause decided by our team, close to them and aligned with the brand and brand values.

## what we did

- While we worked to commission the research, we failed to get the project off the ground, despite offering to fully fund it ourselves. It's something we continue to look to do and are actively seeking a partner for.
- Completed a company wide training on Equality, Diversity and Inclusion, including understanding Bias. Follow up training is being arranged to take the conversation further with both our franchisees and head office team.
- We awarded our first Franchise Bursary in 2023 and that team are in the process of launching their studio.

We have continued to seek UK based suppliers for studio consumables and merchandise lines and ensure we are only working with international manufacturers who have completed our supplier questionnaire. But there is more we can do in this area including looking for more UK based suppliers and switching supply lines to source locally as much as possible.

In October 2022 we ran a nationwide class-based fundraiser for **Mind** - 'sleep sessions' highlighting the importance of good sleep for good mental health. The programme was run by studios around the country, saw over 500 people attend and £4,300 raised.

We haven't yet achieved an ongoing national charity partnership, this is a goal to carry into next year.



# impact area plans and progress



## what we said we'd do

A clear community strategy to be developed on a per-studio basis in London, covering the following areas:

- Local business discounting for employees and customers.
- Local partnerships and collaborations with businesses in the community.
- Local partnerships and support for residential communities around us, particularly social and council housing to ensure we work to make our classes as accessible as possible, both cost-wise and otherwise.
- Engagement with and support for local causes - charity, schools and other community organisations.

To continue to support ad hoc and local charitable causes.

Offer x1 bursary place per course for our Yoga Teacher Training school, to reward applicants who would otherwise be financially excluded from joining.

## what we did

- Local business discounts and partnership are being offered and activated for various businesses in the immediate vicinity of our owner-operated London based studios, and this is strongly encouraged with good take up across the franchise network too.
- We have offered the local residents association (with a high-proportion of social housing residents) a significant discount (75%) on class packs and membership to allow them to access the benefits of hot yoga.
- Every local cause who contacts us directly to request support has been assisted. In the past year we've launched 22 new local partnership discounts, and gifted £950 in donations to customer fundraising efforts.

This is a strong active initiative across the network.

x3 successful bursary students placed in the past 12 months.

## Plans for the next 12 months:

1. Introduction of a company volunteering scheme, specifically aiming to positively impact the local community around our head office.
2. Introduction of an annual charity partnership at a national scale. This could be to establish a more formal partnership with one of the charities we've worked with previously (e.g. Beder, NHS, Mind).
3. Begin to measure our charitable giving per year by tracking this per studio.
4. With the introduction of studio managers per site, we plan to connect much further with the immediate local communities, further building out partnerships and discounted offerings to those who may not otherwise have access to the yoga classes.
5. Continue to ensure our supply chain is as socially and environmentally responsible as possible via supplier questionnaire and vetting new suppliers against these credentials before taking them on.



impact area plans and progress

# 4 ENVIRONMENT

Current score: 15.1

We commit to reducing the negative environmental impact we have as far as practically and commercially possible and working to identify opportunities to engage our network of both customers and franchisees to contribute to that in an active way and strive to have a positive impact.





impact area plans and progress



what we said we'd do

We hope to complete the development of our R&D project to launch our own heating hardware in our studios (which we eventually plan to roll-out across our franchise network).

We are committing to implement robust energy consumption reporting across all our sites to ensure we have a strong basis on which to commit to future reduction.

We are committing to tracking water consumption in all our owned sites to ensure we have a strong basis on which to commit to future reduction.

We are going to explore options for accurate all-company emissions measurement so that we can set ourselves on a path to meaningful reduction targets in future - something we've currently failed to do.

what we did

This project is underway, with a focus on energy efficiency at the heart of the final product.

We haven't yet implemented this owing to lack of resource. It's a goal to carry into next year and prioritise.

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- We have decided to complete a company carbon audit and conversations are underway to commission this.
- We have begun measuring and monitoring indoor air quality inside our studios and pods, including a network wide roll out of energy efficient air purifiers for use in each studio pod.
- Kicked off a small project to move away from disposable (albeit biodegradable) gym wipes and issued guidance for the network to introduce reusable gym cloths alongside an ethical cleaning solution.

Plans for the next 12 months:

1. Lock in a detailed long term environmental strategy, initially completing a Carbon Audit across our 4 owner operated studios in London and the HQ office operations within the next 12 months. Progressing towards achieving Net Zero in the coming years.
2. Commit to measuring the energy consumption and water usage across owned studios.
3. Work with our existing fulfilment centre to adopt further green shipping practices (packaging, delivery method).
4. Further reduce our consumption by moving to reusable cloths in our studios which haven't adopted that method yet. Remove single use wet kit bags from our studios, instead encouraging use of our reusable ones.
5. Work with our cleaners and waste management companies in our owned studios to improve our recycling rate by ensuring recyclable waste isn't incorrectly bagged or mixed.



# 5 CUSTOMERS



**Current score: 11.5**

As a B2C customer facing business, with a mission to “inspire everyone, everywhere to feel great through the power of yoga”, achieving strong customer stewardship is paramount to what we do. We want to ensure everyone has the opportunity to enjoy the benefits of yoga - be it physically, mentally or emotionally - providing our customers with the opportunity to focus on and improve their health and wellbeing.

We are striving to build a big, happy, successful network of franchisees and, in turn, customers. Providing yoga teachers and single business owners with a platform to achieve something they may have never thought possible, and bringing the benefits of hot yoga to the communities we open in.



impact area plans and progress



what we said we'd do

Continue to open new sites to bring the health and wellbeing benefits of hot yoga to more people and communities across the UK.

Continue to offer further personal and professional development via our teacher training school, providing further education opportunities for our network of yoga teachers and customers.

Work on a series of customer service improvements including improving feedback mechanisms and in pod experience.

Deliver a programme of ongoing training for our network of franchisees.

what we did

x4 new locations launched across the UK in the last 12 months, attracting an additional 4700 people to try yoga and enjoy it's health benefits.

Ran a series of workshops, both online and in-person designed specifically around professional development for our team of freelance yoga teachers.

Continue to offer customers the opportunity to join our teacher training programme to further their yoga practice and certify as a qualified yoga teacher.

Implemented customer comments boxes across the network to provide another communication channel for customer feedback.

Delivered 16 professional development training sessions specifically designed and delivered for our franchisees in the last 12 months covering topics such as building resilience, cultural appropriation and effective marketing tools.

Plans for the next 12 months:

- 1. Complete an internal company Data and Privacy audit, making recommended improvements to ensure the most secure use of customer's data.
- 2. Develop a new internal facing customer dashboard to better review customer sentiment and feedback, allowing us to better understand customer wishes and being more dynamic to make changes where required.
- 3. Trial the introduction of a customer panel. For receiving feedback and making customer experience improvements in studios.
- 4. Continue to deliver an ongoing training programme for our franchisees on a bi-monthly basis. To include topics on life-skills, professional development, yoga training and business management.



**thank you!**

# Thanks for taking the time to read our first impact report.

For further information or any questions please don't hesitate to contact us:

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**impact report**

