



Trustees' Annual Report & Statement of Financial Activity

For the Year Ended 5th April 2023



Trustees' Annual Report 2022/23

Period Start Date:	6th April 2022	Period End Date:	5th April 2023
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Reference & Administration Details

Charity Name:	Park Yoga
Registered charity number:	1183253
Charity's principal address:	6 Crown Square, Poundbury, DORCHESTER, Dorset, DT1 3EN

Names of the charity trustees who manage the charity:

Trustee name	Role	Appointed	Resigned
Sibyl Ann King		3rd May 2019	
Cathrine Farrer		3rd May 2019	
Caroline Amey		3rd May 2019	20th June 2022
Alice Jessica King		3rd May 2019	18th February 2022
Lisa Upchurch	Chair	2nd April 2020	
Sharon McHugh		26th January 2023	
Daniel King		26th January 2023	

Names of advisors:

Type of advisor	Name
Charity Adviser	Martin Cooke
Consultant Director	Kathryn Burden (ceased from June 2023)



Name of chief executive or names of senior staff members:

Name	Role	Appointed	Resigned
Leanda Lee	Director	18th September 2023	



Structure, Governance and Management

Description of the charity's trusts:

Type of governing document:	Constitution - based on the Charity Commission's model governing document for Foundation Charitable Incorporated Organisations, ie: where the Trustees are the only Members of the charity.
How the charity is constituted:	Charitable Incorporated Organisation (CIO)
Trustee selection methods:	There must be at least three charity trustees. If the number falls below this minimum, the remaining trustee or trustees may act only to call a meeting of the charity trustees, or appoint a new charity trustee. The maximum number of charity trustees is 12. The charity trustees may not appoint any charity trustee if as a result the number of charity trustees would exceed the maximum. Apart from the first charity trustees, every trustee must be appointed for a term of three years by a resolution passed at a properly convened meeting of the charity trustees. In appointing Trustees due consideration is given to ensuring that the Trustees have, between them, the skills and experience necessary to manage the charity effectively and in accordance with charity law. There are currently no formal induction and training policies for Trustees.
Risk management system:	A comprehensive Risk Register (Version 1 18.6.19).



Objectives and Activities

Summary of the objects of the charity set out in its governing document:

To improve the health and wellbeing of the public by providing free yoga session in an open space for the public benefit. The beneficiaries will extend to those living throughout the UK regardless of age, disability, gender or ethnicity.

Summary of the main activities undertaken for the public benefit in relation to these objects:

Park Yoga provides free park yoga outdoors in public parks and spaces in the UK. The sessions are open to all to attend, regardless of experience, age, or gender.

Park Yoga runs for one hour on Sunday mornings, between May and September. The charity works with local organisations, including Town Councils, Local Councils, Local Active Partnerships, Natural England, parks and instructors to bring Park Yoga to local communities, particularly those with residents who are likely to benefit most from the inclusive and welcoming atmosphere of Park Yoga. This is achieved by the provision of the Park Yoga brand, promotional support, administrative assistance and giving or helping to find, contribute funding to cover the costs of equipment and instructor time.

In 2022 the Fine Family Foundation have continued to provide grant funding support to the Park Yoga charity, as well as funding carried over from 2021 which allowed the charity to provide Park Yoga activities at 26 venues in total:

- Bath, Botanical Gardens in Royal Victoria Park
- Bournemouth, Central Gardens
- Bournemouth, Slades Park
- Bridport, St Mary's Playing Fields
- Christchurch, The Quomps
- Devizes, Hillworth Park
- Exeter, Cowick Barton Playing Fields
- Exeter, Heavitree Pleasure Ground
- Ilfracombe, Ilfracombe Town Football Club
- Nailsea, Millennium Park
- Poole, Upton Country Park
- Plymouth, Blockhouse Park
- Ringwood, Moors Valley Country Park
- Salisbury, Queen Elizabeth Gardens
- Southampton, Southampton Common
- South Gloucestershire, Page Park
- Swanage, Durlston Country Park



- Swindon, Queens Park
- Taunton, Vivary Park
- Torquay, Torre Abbey Meadows
- Trowbridge, Town Park
- Weymouth, Lodmoor Country Park
- Weymouth, Westham
- Winchester, The Garrison Ground
- Wokingham, Howard Palmer Gardens
- Yeovil, Yeovil County Park

In 2022 we successfully launched 5 new sites and moved back to our original model post pandemic of no requirement for registration, and limitation on numbers of people attending.

The selected organisations facilitating Park Yoga are not required to provide any form of license or fee to be a Park Yoga site and in most cases a grant is provided from Park Yoga to cover all or part of the operating costs. The benefits of the Park Yoga support include; branding and standardisation of approach, support for sites and instructors and how to best run the classes, a promotional structure using both localised and main page social media and a centralised website, instructor support network and a central point of contact.

Policy on grant making:

The Trustees consider requests from organisations providing activities for the public benefit. Criteria for selection include; capability of the organisation, suitability of the site, location (what other Park Yoga provision is there in the area), the number of potential beneficiaries, the need within the catchment for the provision of free sessions and the level of support (including financial) that is available from the host organisation to support the service.

The Trustees consider requests from sites according to the Venue Selection criteria which is communicated to potential sites for them to consider and provide input before a decision is made.

Prior to the start of each summer season the various requests for sites are considered in terms of area need, funding required/available, identified need of potential participants, proximity to other venues, suitability of site, partnerships and readiness/commitment of venue/organisation.



Public Benefit Statement

Statutory declaration:

The Trustees of Park Yoga confirm that they have paid due regard to the guidance issued by the Charity Commission on public benefit in deciding what activities the charity should undertake.

Plans for Future Periods

Park Yoga continues to regularly receive expressions of interest from new venues through site owners, interested persons and instructors. Trustees and staff will work through the list and target new venues where there is community interest and a recognised need.

Building on the success of previous years with its partners, in 2023 Park Yoga hope to grow its reach to more communities across the UK with more venues.

In 2023 Park Yoga plans to invest in new donations platforms which allow participants to donate in new and accessible ways. We hope this will diversify the fundraising mix for Park Yoga, in longer term and sustainable ways. This will include trialing Zettle contactless donation systems in 2023 across select sites.



Achievements and Performance

Summary of the main achievements of the charity during the year:

Park Yoga runs for one hour on Sunday mornings, between May and September. In 2022, Park Yoga expanded to deliver at 26 separate venues across the South West. Park Yoga is a registered charity funded through donations and grant giving trusts and foundations.



A beautiful morning at new venue Park Yoga Christchurch



Over the 20 weeks of Park Yoga delivered in 2022, 505 individual sessions were delivered, resulting in 29,114 individual attendances, an average of 1,456 per week across all venues. This is a considerable increase in participation from 2021, due to the removal of Covid-19 related restrictions and pre-registration process. For example, at Upton Park in Poole participation has increased from an average of 76 people attending per week in 2021, to 141 per week in 2022. Overall, the number of sessions have increased by 49% and attendances have increased by 138% since 2021.

Park Yoga has continued to successfully bring in new audiences, and encourage repeat attendance. 60% of survey respondents had never taken part in Park Yoga before the 2022 season, and 44% took part in 6 or more sessions. Repeat attendance is an indicator of how much people enjoy Park Yoga, but more importantly, the more regularly and frequently people attend, the more likely they are to develop positive habits around participating in physical activity.

Removal of Pre-Registration and Donations

In 2022 Park Yoga removed the pre-registration process put in place for 2021, as one of its principles is easy access with no barriers to entry. As a result of this and post Covid restrictions attendances increased by 138%. However, this change removed the opportunity for participants to make donations when booking each week, and therefore donations to Park Yoga declined from £10,512 to £3,613.

In 2023 Park Yoga claimed gift aid of £7,500 on donations received in the 2022 - 2023 financial year and financial reporting has been back dated accordingly.

The survey explored the extent to which participants are aware of Park Yoga being a registered charity and donation preferences. Overall 78% of respondents were aware that Park Yoga is a charity, which is a small decline from 83% in 2021.

Continuing to ensure that instructors promote the charity each week, along with ongoing social media campaigns will help increase these numbers. Most participants would prefer to donate at or after the session (32% and 52% respectively), 66% of participants would prefer to donate online through the

Key Achievements

- * 505 sessions delivered over 20 weeks at 26 venues and 2 pilots
- * Total of 29,114 attendances, with on average 1,456 people attending each week
- * 60% had never taken part in Park Yoga before 2022 season
- * Park Yoga encourages repeat attendance – 44% took part in 6 or more sessions
- * 99% are satisfied overall
- * 82% agree yoga skills have improved
- * 83% feel healthier
- * 74% are more physically active
- * 92% feel happier
- * 92% feel more connected with nature/ outdoors
- * 61% more satisfied with the park
- * 64% are keen to join a local yoga club or do yoga at home

Summary independent valuation 2022



website, and 39% through a contactless transaction on-site. This would require the charity to create a system to prompt people after each session to donate online.

It is important to ensure there is a balance between encouraging donations from those who can afford it, to ensuring that this does not put people off who cannot; particularly given that 86% take part because it is free.

Impact on Participants

An annual survey carried out by an independent evaluator captured some data and comments around the impact on participants of Park Yoga.

Satisfaction rates are extremely high, with 99% satisfied overall, 98% enjoying yoga and 82% agreeing that their yoga skills have improved.

"I love Park Yoga, it's given me my first experience of Yoga in a totally safe, friendly and natural environment. It's also one of the first times my wife and I have ever taken a group exercise class together."

One of the most cited benefits of taking part in Park Yoga is the sense of community it instills in participants.

Inspired by this sense of community spirit shown at Park Yoga events, yoga instructors at 8 venues organised "Park Yoga Picnics" in 2022. These were informal and inclusive community events, held in the parks after Park Yoga sessions where people came together to meet, greet and build connections. People were invited to socialise and given opportunities to ask instructors any queries about their new yoga practise. Some hosts asked participants to bring food to share, others collected food for local foodbanks. In all cases, these events were a celebration of a season of yoga forming a new community.



"It's been a relaxing way to start the day on Sunday and has helped me feel more connected to people in my local community. The class is great for people of all ages etc and feels less intimidating as it's open to everyone."

Post yoga picnic at Park Yoga Swindon



Yoga has a number of health benefits, including strength, flexibility, bone health, posture, balance, mobility. The survey results show that, as result of taking part in Park Yoga;

- 83% of participants feel more flexible/ mobile
- 76% feel fitter or stronger
- 83% feel healthier
- 74% are more physically active

“Park yoga gets me out of bed on a Sunday, puts me in a positive mood and has encouraged me to be more active”

“I have Fibromyalgia and osteoporosis in my lower spine and now after one session the burning that I experience in my thoracic spine has eased”

“It has played a big role in getting me active again and assisting in recovery from COVID.”

The survey also included some additional questions around wellbeing. As a result of taking part in Park Yoga:

- 92% of participants feel happier and
- 91% feel more connected to nature/outdoors.
- 68% feel more optimistic about the future
- 91% feel more relaxed

“It was such an amazing experience. I haven’t done yoga outside before and with so many people, it really helped me to feel connected to others and nature. It taught me new yoga techniques. It made me feel really hopeful for the future, and gave me a much needed burst of energy’

“I love spending mindful time outdoors doing something that makes me feel good.”



Park Yoga Salisbury



Park Yoga Bournemouth

Conclusions

Park Yoga in 2022 has returned to in-person delivery with no restrictions (event/attendance limits or pre-registration), which has resulted in a significant increase in attendances.

Park Yoga has continued to grow and expand, and was successfully delivered across 4 additional venues in the South West, taking the total to 26 (plus two pilot venues) overall.

Satisfaction rates and the impact on participants' health and wellbeing continues to be significant; Park Yoga has provided people with an opportunity to take part in physical activity and people are reporting improvements in their physical activity levels, happiness and overall health as a result.

The strengths of Park Yoga remain unaffected despite the considerable impact of the pandemic, and its growth. It remains inclusive, accessible, free, offers excellent quality yoga instruction by skilled and personable teachers and offers a different experience to in door classes by enabling people to better connect to nature.

Park Yoga has continued to introduce new audiences to yoga and local parks. As a result of Park Yoga, more people are using their local parks and many are joining yoga classes in their local communities. The vast majority of participants and partners are keen to continue next year.



Financial Review

Details:

Brief statement of the charity's policy on reserves:	The Charity currently aims to have 3 - 6 months of operating costs as reserves within unrestricted funds.
Details of any funds materially in deficit:	The Charity has no funds which are materially in deficit.
Principle sources of funding:	Grant funding from the Fine Family Foundation and participant and private Donations.
How expenditure has supported the key objectives:	The majority of expenditure has been contributions to venues to deliver Park Yoga at 26 different sites. Contributions to venues cover instructor costs and equipment for the sessions.
Remuneration of Trustees:	All Trustees act in a voluntary capacity and receive no remuneration or other material benefits from their services to the Charity. Out-of-pocket expenses necessarily and reasonably incurred by Trustees in promoting the purposes of the Charity are reimbursed at cost.
Funds Held as Custodian Trustee on Behalf of Others:	None.
Any significant events that have affected the financial performance:	None.
Financial position of the charity during the reporting period:	Park Yoga's current resources from grant funding and donations are more than sufficient to meet its outgoings for the next year. The charity operated at a £39,553 positive as a result of donations and claims of gift aid on all donations received. Park Yoga will carry forward £37,321 in restricted funding, as well as £8,673 in unrestricted funding reserves. In 23/24 the charity will use restricted funding on charity sustainability projects and expect a reduction in funds being brought forward.



Statement of Financial Activity

**PARK
YOGA**

**Statement of Financial Activities
(Income & Expense)
6th April 2022 - 5th April 2023**

	Note	Unrestricted	Restricted	Total	Prior Year
<u>Income</u>					
Income from Donations & Legacies		34,730	38,445	73,175	10,512
Other Trading Activities		556		556	643
Investment Income		55		55	-
Total Income		<u>35,341</u>	<u>38,445</u>	<u>73,786</u>	<u>11,155</u>
<u>Expenses</u>					
Charitable Activities		32,648	1,124	33,772	29,150
Other Trading Activities		462		462	403
Total Expenses		<u>33,110</u>	<u>1,124</u>	<u>34,233</u>	<u>29,553</u>
Net Resource Movement		2,232	37,321	39,553	-
Net Movement in Funds		2,232	37,321	39,553	-
Total Funds Brought Forward	**	6,441	-	6,441	24,839
Total Funds Carried Forward		<u>8,673</u>	<u>37,321</u>	<u>45,994</u>	<u>6,441</u>

** Correction to b/f funds shown on 2021-2022 statement (£58)



Balance Sheet

PARK YOGA		Balance Sheet As at 5th April 2023		
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	Unrestricted	Restricted	Total	Prior Year
<u>Current Assets</u>				
Stocks	1,450	-	1,450	1,850
Debtors	1,543	7,500	9,043	-
Cash at Bank & In Hand	37,627		37,627	4,591
Total	40,620	7,500	48,120	6,441
<u>Creditors</u>				
-	-	-	-	-
Other creditors	2,125	-	2,125	-
-	-	-	-	-
Total	2,125	-	2,125	-
<u>Net Assets</u>				
	38,495	7,500	45,995	6,441
<u>Funds</u>				
	8,674	37,321	45,995	6,441



Notes to the Financial Statements for Year Ending 5th April 2023

1. Basis of Accounting

The accounts have been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued October 2019 and with the Charities Act 2011.

Park Yoga meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy note.

Going Concern

The trustees consider that there are no material uncertainties about the charity's ability to continue as a going concern.

Prior Year Errors

There are no material prior year errors, however the funds brought forward from 2022 have been corrected from £6,383 to £6,441.

2. Accounting Policies

Recognition of income

Income is included in the Statement of Financial Activities (SoFA) when the charity is entitled to the income, it is more likely than not that income will be received and when the value can be measured with sufficient reliability. Donations - donated funds from individuals, accounted for when received. Grants - accounted for when received. Other Trading Activities - from sales of goods

Expenditure

Liabilities are recognised where it is more likely than not that there is a legal or constructive obligation committing the charity to pay out resources and the amount of the obligation can be measured with reasonable certainty. All costs are allocated to a particular account code/heading with other costs of the same category for scrutiny by the trustees.

Stock

Stock is valued at the lower of cost price or net realisable value. Value is determined using the first-in, first-out principal (FIFO).

3. Trustees and Related Parties

None of the trustees have been paid any remuneration or received any other benefits from an employment with their charity or a related entity. None of the Trustees have received expenses payments. There have been no related party transactions in the reporting period.



Independent Examiner report



CHARITY COMMISSION
FOR ENGLAND AND WALES

Independent examiner's report on the accounts

Section A

Independent Examiner's Report

Report to the trustees

Park Yoga

On accounts for the year ended

5th April 2023

Charity no
(if any)

1183253

Set out on pages

13 to 16

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **05/04/2023**.

Responsibilities and basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent examiner's statement

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:

Date:

31st January 2024

Name:

Jacqueline Gilmore MICB PM.Dip

Relevant professional
qualification(s) or body
(if any):

ICB

Address:

10 Summerlands

Yeovil

BA21 3AL



Declaration

The Trustees declare that they have approved the above Annual Report and Statement of Financial Activity.

Signed on behalf of the charity's trustees:

Signature(s):		
Full names(s):	CATHRINE FARRER	LISA UPCHURCH
Position:	TRUSTEE	CHAIR
Date:	2 nd February 2024	2 nd February 2024