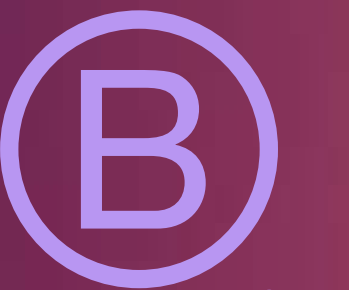


2024

Impact report.

Certified



Corporation

Summary of progress 2023/4.

This year has been a busy one for the company, without doubt. We've grown & transformed in many ways. We've launched new products, opened a number of new studios, worked on a full rebrand and significantly developed the technology and foundations in the business - as well as onboarding a record number of people into the company.

With that, our B Corp message has strengthened - and it feels now like it's a really integral part of who we are as a brand.

That said, we set ourselves a lot of ambitious goals when it comes to our B Corp programme, and we've not managed to deliver on them all. The reality is, the year of transformation and big projects has meant that we've not always had the bandwidth to deliver on what we wanted. Furthermore, we've also seen quite significant changes in the leadership team, with three key team members going on maternity leave.

So, we've not managed to deliver on every goal, but we're really pleased to say that we've still managed to land some big ones. And those that have not been done will be picked up this year and given the focus they deserve.

Overall, we still feel proud of what we've achieved and the impact we have as a business - and we remain confident that our recertification next year will reflect the real progress we've made as a company.



Progress report.

When we became B Corp certified, we committed to report against our progress annually in a transparent and clear way. This is our second opportunity to do that.

While doing that, it's also worth zooming out again - to check back in on our ambition for our B Corp status in general. With recertification due next year, it's worth reminding ourselves of where we want to get to in that process.



Aim.

Overall B impact score:



Based on the B Impact assessment, Hotpod Yoga Group earned on overall score of 88.1.

- 88.1 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

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

In terms of this year, here's a breakdown by area - clearly appraising ourselves honestly and openly on how we've progressed against the aims we published this time last year, as well as outlining what our key aims are for the coming 12 months.

Governance.



Current score:

16.6 (aim at recertification 20)

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.	This has and will continue to be a work in progress, but something that is genuinely progressing. We worked on a full rebrand this year and our mission was central to it. Likewise, the introduction of it was centered around the mission. Furthermore, the mission is communicated clearly to all franchisees when they join the company, as well as all team members.
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.	This has been discussed at the Board and at a team level. That said, the level of engagement hasn't been as strong as we'd wish. We need to take more time to consider this and dive into it in the next year.
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.	The impact report was completed and communicated as planned (as this one will be).
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.	This has been successfully delivered on and is mentioned in all franchise trainings. This has also be discussed with franchisees at our annual reunion.
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.	Successfully delivered. Something that's covered in every onboarding of both franchisees and employees.

Governance goals 2024/5:

- Add social and environmental component to all team goals and 90 day planning - against which all team members will be tracked.
- Clear and comprehensive sustainability programme communicated internally and allocated across the team.

Workers.



Current score:

24.9 (aim at recertification 26)

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.	Yes, training budget was allocated for the whole team and learning and development was offered and suggested across the company in key areas - some driven by the company, some driven by team members. This included a team member taking time off for a professional development course. This perhaps hasn't been as widely embedded as we wished, but it's an ongoing process.
2. Build on the feedback we are seeing through employee engagement tools and make recommended changes from the team accordingly.	This has been continued all year and has been a success. We've both learned from feedback and been reassured by the consistently positive scoring and feedback from the team on culture, management and their roles as a whole.
3. Introduction of a new 'Chief a Staff' role to really place focus on supporting the team internally and continually improve employee engagement.	This was successfully introduced - although the team member has been on maternity leave for much of the year (but will return to that role).
4. Introduce work-experience opportunities for 16+ school leavers.	This isn't something we've managed to deliver on.
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.	We have continued to measure this for HQ team, but haven't done so for the teaching team.

Worker goals 2024/5:

- Introduce volunteering programme at HQ - localised to Brixton.
- Offer a day's paid volunteering per team member.
- Clarity & renewed focus on training and development.
- Improved diversity practices in hiring (blind CVs) & track diversity metrics for HQ team and teaching team.
- Focus on improving diversity in our freelance teaching team, particularly ethnicity.

Community.



Current score:

19.7 (aim at recertification 22)

1. Introduction of a company volunteering scheme, specifically aiming to positively impact the local community around our head office.	This isn't something we've managed to do this year, but is something we aim to do.
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 before (e.g. Beder, NHS, Mind).	We took suggestions from the team, but didn't get as many as we'd have liked. We had two charities we began to explore partnerships with, but haven't actually managed to lock in something long term, as we opted to wait until the rebrand had been completed - which includes a clear brand framework, which can help direct us towards a really relevant and impactful partnership.
3. Begin to measure our charitable giving per year by tracking this per studio.	We have continued to give charitably, but actually the increased fragmentation through introduction of studio managers for all our sites has meant less visibility on the amounts given. We have also continued to match-fund any charitable donations done by franchisees during their launch - class passes for launch weekends are generally donated to charity.
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.	There has definitely been more community engagement - further discounting and offers to support inclusivity in the communities around us and also furthering of relationships with organisations in the area. These include:
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.	Supply chain changes this year have had environmental and social impact as central considerations. We've moved to UK manufacturing of a number of our garments and continue to use supplier questionnaires for new suppliers.

Community goals 2024/5:

- Increase community outreach programmes across all owned studios, echoing what we've started in Brixton.
- Select a national charity partner.
- Record all donations (in kind and cash) per studio & centrally.
- Re-start match-fund donations for launches.
- Continue relationship with the Asha foundation - giving a % of YTT profits direct to the foundation.
- Supplier screenings used for all new suppliers. B Corp suppliers as a priority. Share approved list of suppliers with franchisees.

Environmental.



Current score:

15.1 (aim at recertification 20)

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.

We successfully completed an in-depth carbon audit - our first. This gives us clarity on our current position and the perfect platform to develop a strategy for the future.

2. Commit to measuring the energy consumption and water usage across owned studios.

The carbon audit gave us the perfect opportunity to collect group energy data by site. We haven't yet done water, but we now have a setup that would enable this easily and should be monitored monthly.

3. Work with our existing fulfilment centre to adopt further 'green' shipping practices - in terms of packaging, delivery method, etc.

This year we moved fulfilment centres so have been busy onboarding them, but haven't yet worked through a change in processes from a green shipping perspective. Likewise,

4. Further reduce our consumable consumption by moving to a reusable cloth 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.

We have actioned this across all of our own sites. We've opted to keep wet kit bags, but have moved to a biodegradable option, which is preferable given they are still used.

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.

We have continued to try and improve recycling rates, which is now at a very strong level. We've worked increasingly close to our cleaning teams (including moving to a direct employee / free-lancer relationship in two sites, in place of agencies or cleaning companies) and this can be a platform for further improvement in this area.

Environmental goals 2024/5:

- Repeat and extend our carbon auditing. Increase scope to include travel and shipping.
- Track water and energy in all studios. Aim for 5% intensity reduction.
- Roll out energy efficient heaters.
- Increase communication on environmental matters to customers.
- Introduce EMS across key metrics (notably covering studio water and energy consumption, travel and shipping).

Customers.



Current score:

11.5 (aim at recertification 14)

1. Complete an internal company Data and Privacy audit, making recommended improvements to ensure the most secure use of customer's data.

We completed a major data protection project - with a complete overhaul of our approach, policies, process and documentation.

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.

We have full visibility of customer metrics - through a sentiment dashboard, as well as performance or behaviour dashboard.

3. Trial the introduction of a customer panel. For receiving feedback and making customer experience improvements in studios

This wasn't done. It is something we've done in an ad hoc way and was used for the launch of a new class type, but hasn't been fully established.

We also ran a very wide customer survey, with over 2000 respondents.

We also have ongoing panels setup with franchisees, across different disciplines - this keeps us close to their views and opinions to ensure we can shape our actions and activities around them.

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.

We've continued with a range of trainings - both in online trainings and also at our annual reunion.

Customer goals 2024/5:

- Communicate all best practice sustainability initiatives and actions to the franchise network.
- YTT survey for education outcomes - annual survey & questionnaire.
- Introduce customer panels across all London studios.
- Re-introduce franchise panels to keep close to franchisees needs.

Thank you.

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

info@hotpodyoga.com | 0203 771 2285

 **hotpod yoga**

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