



Vision

To create a **healthier, happier, kinder, connected** Cumbria through **accessible, affordable community-based** yoga sessions in spaces that are welcoming and familiar.

We aim to empower and enable people to lead fuller lives by giving them the **tools and practical solutions** to discover their unique pathway to wellbeing through **local, inclusive** programmes.

Mission

Community

Our mission is to improve wellbeing in every community in Cumbria.

We work directly with the community and strategic partners to offer the therapeutic benefits of yoga to those who may not otherwise be able to access it because of **real or perceived health, cultural, systemic or economic barriers**.

To amplify our impact, we will work with the community and strategic partners locally and nationally to deliver **accessible, inclusive yoga practices** where they're needed most.

Mission

Professional responsibility

We will **support the existing yoga community** and grow the network of wellbeing professionals delivering **high quality, informed and respectful activities**.

We will work to **broaden the perception of yoga practices**, advocating for **accessibility, inclusion and equity** across the yoga and wellbeing spaces of Cumbria.

Values

Kindness

We are a respectful and open-minded organisation, empathetically championing inclusion and equity in yoga spaces.

Quality

Everything we do is rooted in safety and best practice.

Connection

Community-hearted and community-led, our activities bring people together in welcoming, familiar spaces.

Accessibility

Building safer spaces that are welcoming and accessible in the broadest sense.

Eight limbs of yoga

Above all, we ground ourselves in the principles of yoga with honesty and integrity.

Cumbria

- 2,614 sq m
- 500,000 population
- 1 in 10 households live in fuel poverty
- 11,700 children live in poverty,
- 1 in 8 households have an income of less than £10,000 a year,
- 1 in 5 people have a long-term health problem or disability,
- 68% of adults are overweight,
- 32,000 pensioners live alone,
- 25% of the population will be aged over 65 in 2020,
- 230 people killed or seriously injured on the roads each year,
- 1 person takes their own life every week,
- 34,000 people experience depression,
- 1,800 people are diagnosed with dementia every year



Quotes from participants

As a community-led organisation we regularly gather information to continually shape our programmes to respond to community need.

“I would be devastated if the classes ceased as would others. It is a very important part of my week. It is a great service to us in the community. I feel comfortable, welcome and happy attending. Thank you, makes a difference to many lives!”

“This chair yoga is gentle for the older person and also people with varying disabilities, physical and mental health included. It makes me more flexible with the stretching, encourages me to move and exercise more. I tend to be quite stiff and have problems with tight joints.”

“Whilst I agree yoga is beneficial for body and soul I thought general yoga was too advanced for me. However, chair yoga is fantastic and is possible to practice movements in daily activities.”

"After the sessions, the bit that hurts the most is my face because we smile so much. My smiling muscles are being stretched."

Partnership working

- Active Cumbria
- Social Prescribing Teams
- NHS
- Social Services
- 3rd sector organisations

Future plans

- Yoga by Young People
- Accessible Yoga
- Yoga on Prescription
- Trading subsidiary

